FIG. 1-A

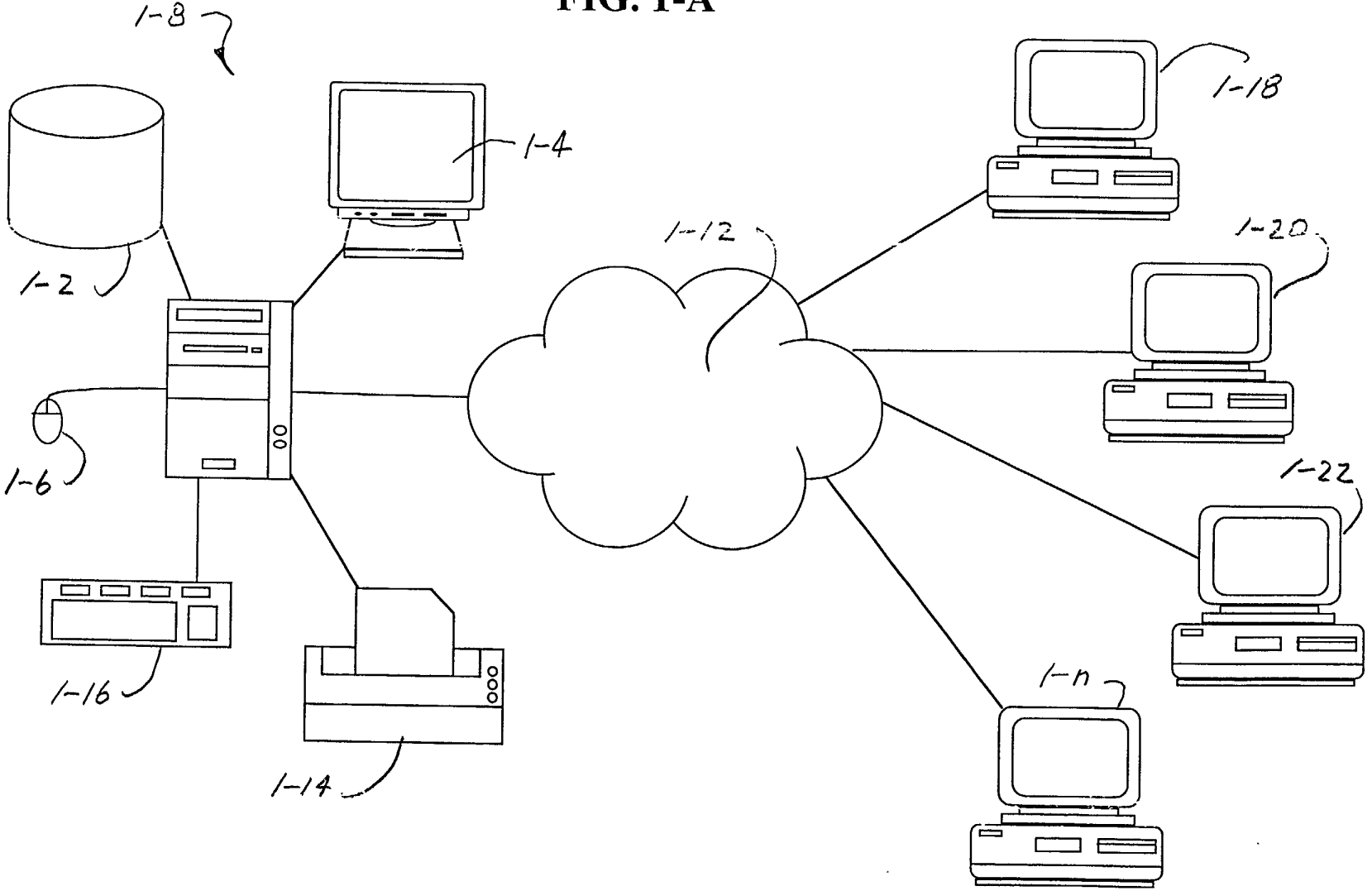


FIG. 1-B

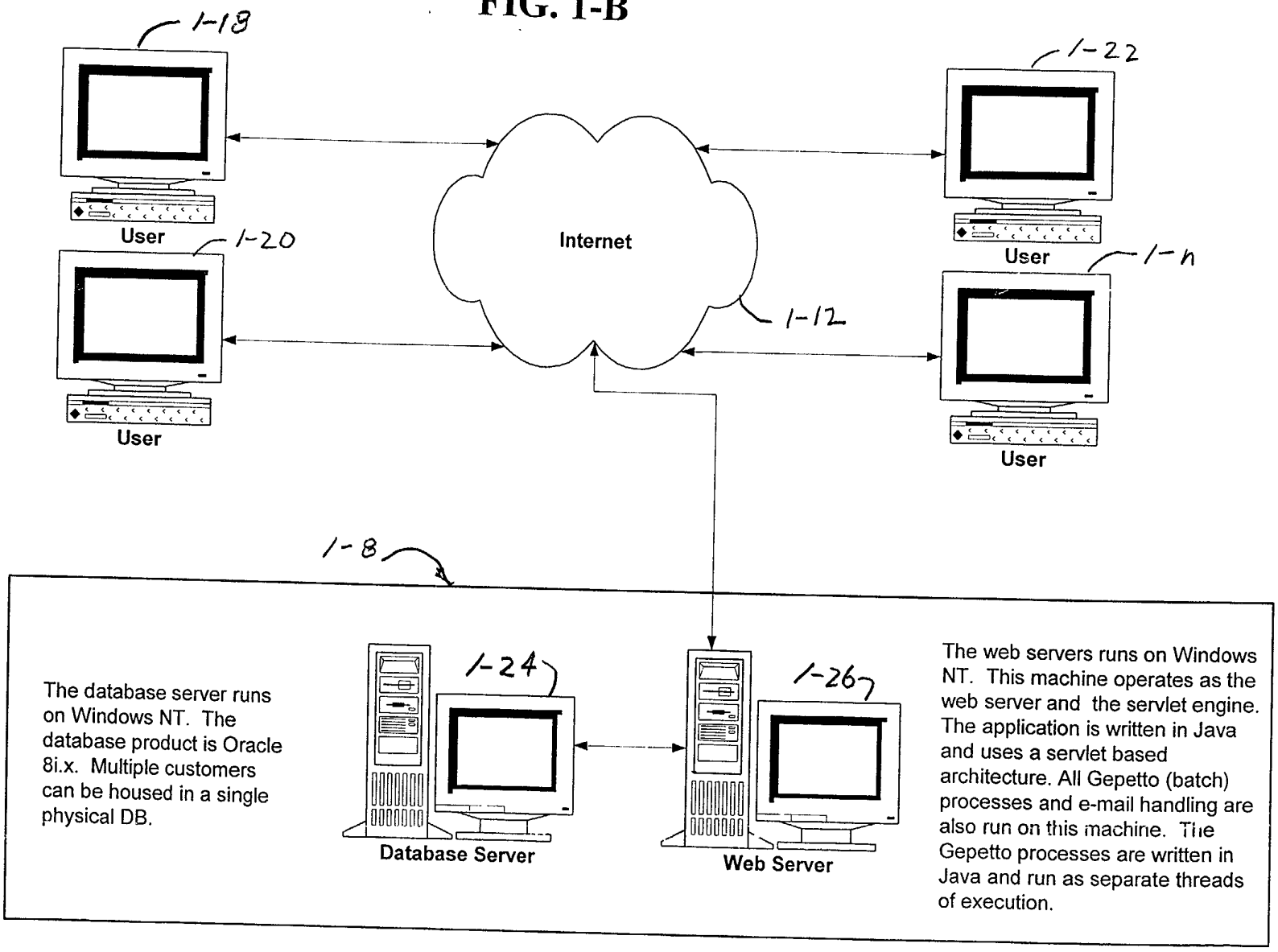
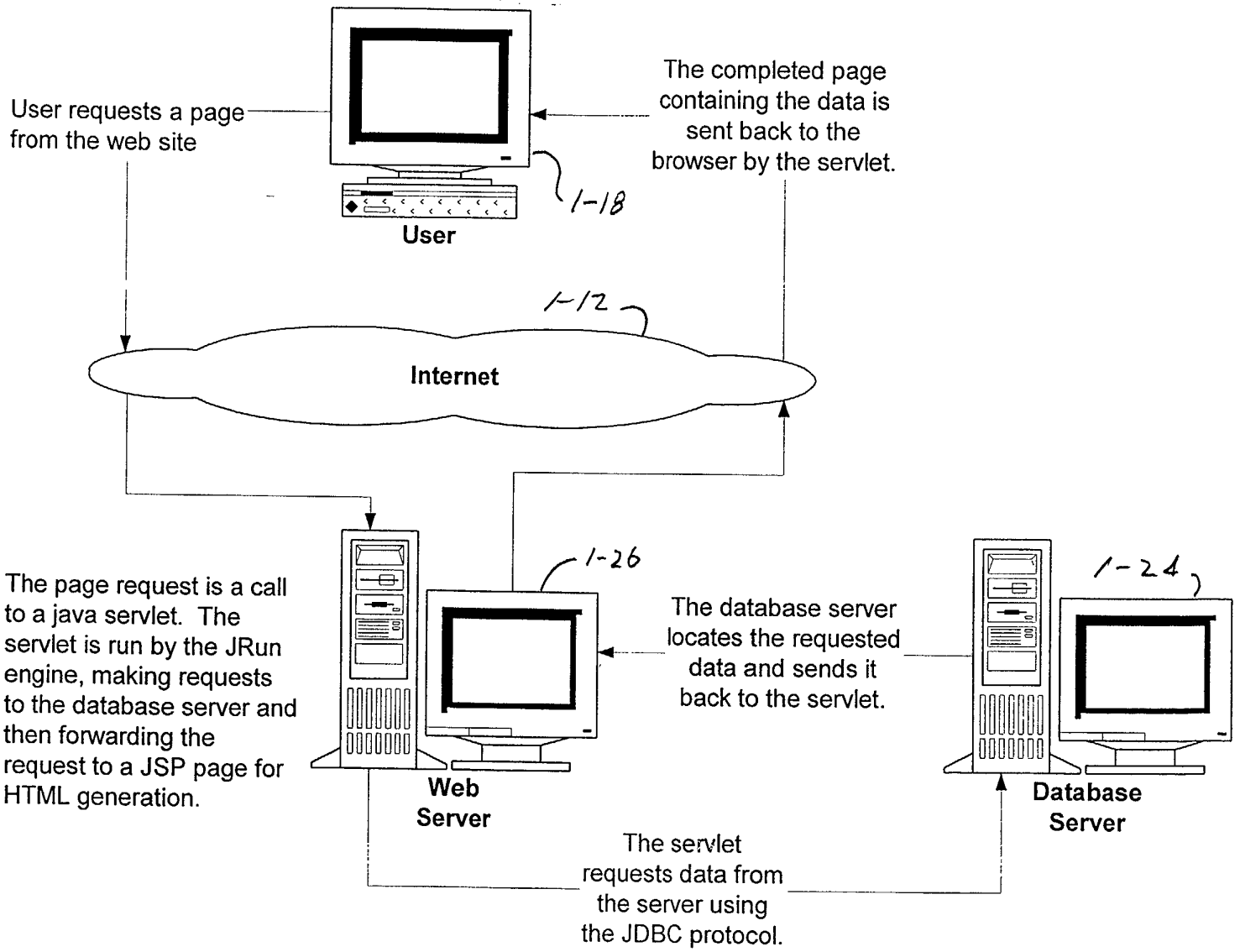
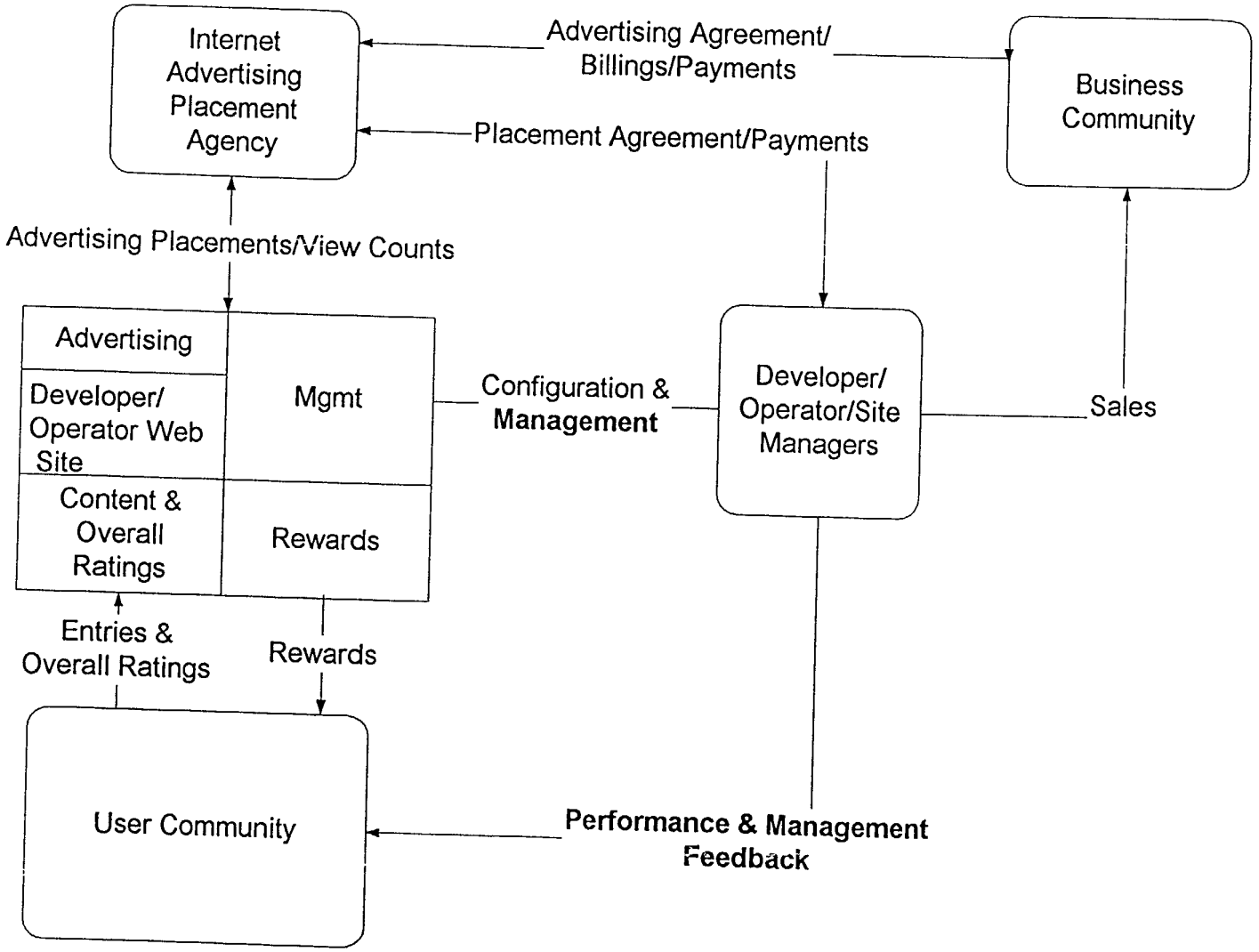

1-18
User
1-20
User
Internet
1-12
1-22
User
1-n
User
1-8
The database server runs on Windows NT. The database product is Oracle 8i.x. Multiple customers can be housed in a single physical DB.
1-24
Database Server
1-26
Web Server
The web servers runs on Windows NT. This machine operates as the web server and the servlet engine. The application is written in Java and uses a servlet based architecture. All Gepetto (batch) processes and e-mail handling are also run on this machine. The Gepetto processes are written in Java and run as separate threads of execution.

FIG. 1-C


User requests a page from the web site
The completed page containing the data is sent back to the browser by the servlet.
1-18
User
1-12
Internet
1-26
1-24
The page request is a call to a java servlet. The servlet is run by the JRun engine, making requests to the database server and then forwarding the request to a JSP page for HTML generation.
The database server locates the requested data and sends it back to the servlet.
Web Server
Database Server
The servlet requests data from the server using the JDBC protocol.

T0070 E2828260

FIG. 2 (PRIOR ART)



T30T20 E282850

FIG. 3

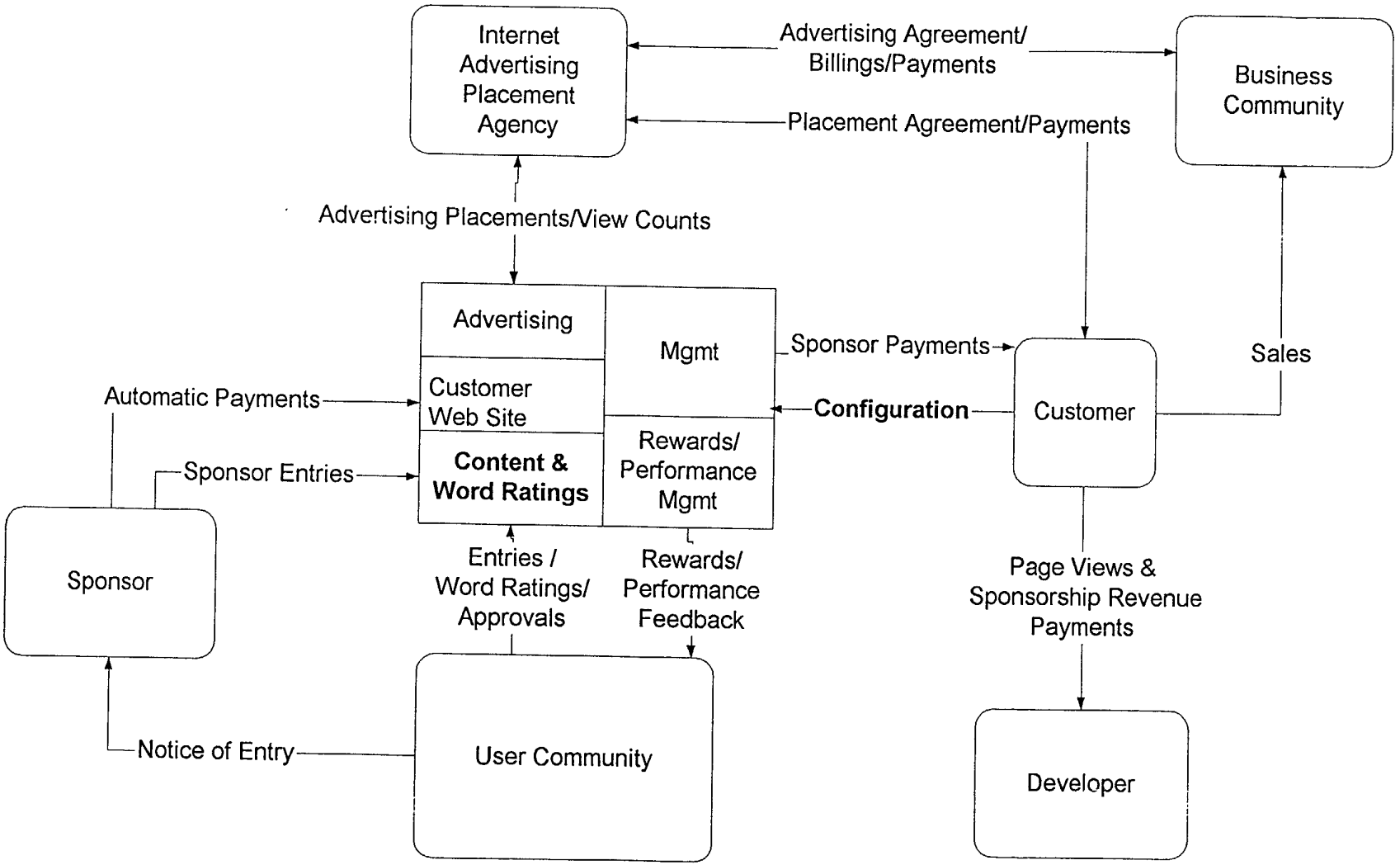


FIG. 4

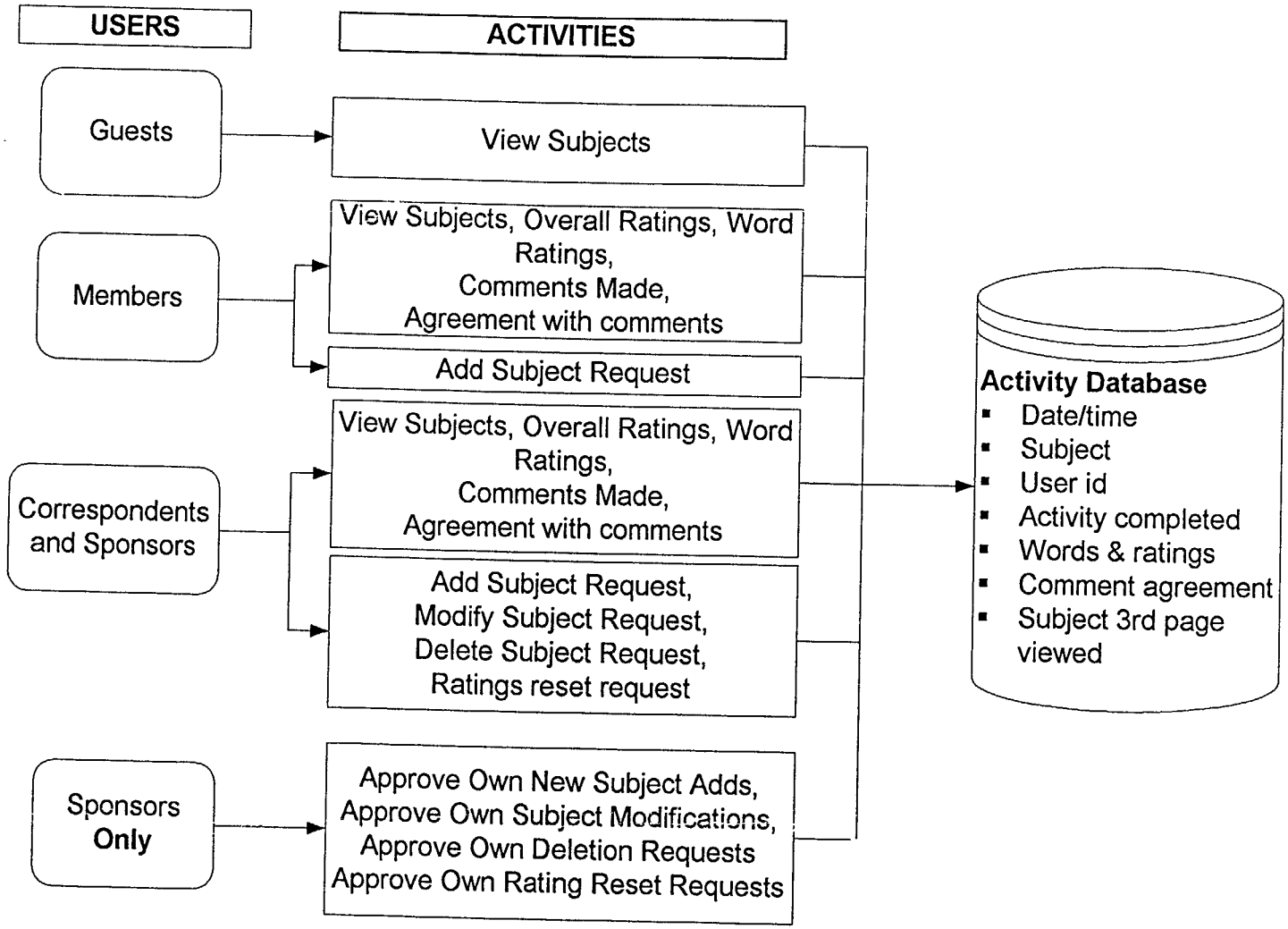

USERS
ACTIVITIES
Guests
View Subjects
Members
View Subjects, Overall Ratings, Word Ratings, Comments Made, Agreement with comments
Add Subject Request
Correspondents and Sponsors
View Subjects, Overall Ratings, Word Ratings, Comments Made, Agreement with comments
Add Subject Request, Modify Subject Request, Delete Subject Request, Ratings reset request
Sponsors Only
Approve Own New Subject Adds, Approve Own Subject Modifications, Approve Own Deletion Requests Approve Own Rating Reset Requests
Activity Database
Date/time
Subject
User id
Activity completed
Words & ratings
Comment agreement
Subject 3rd page viewed

FIG. 5

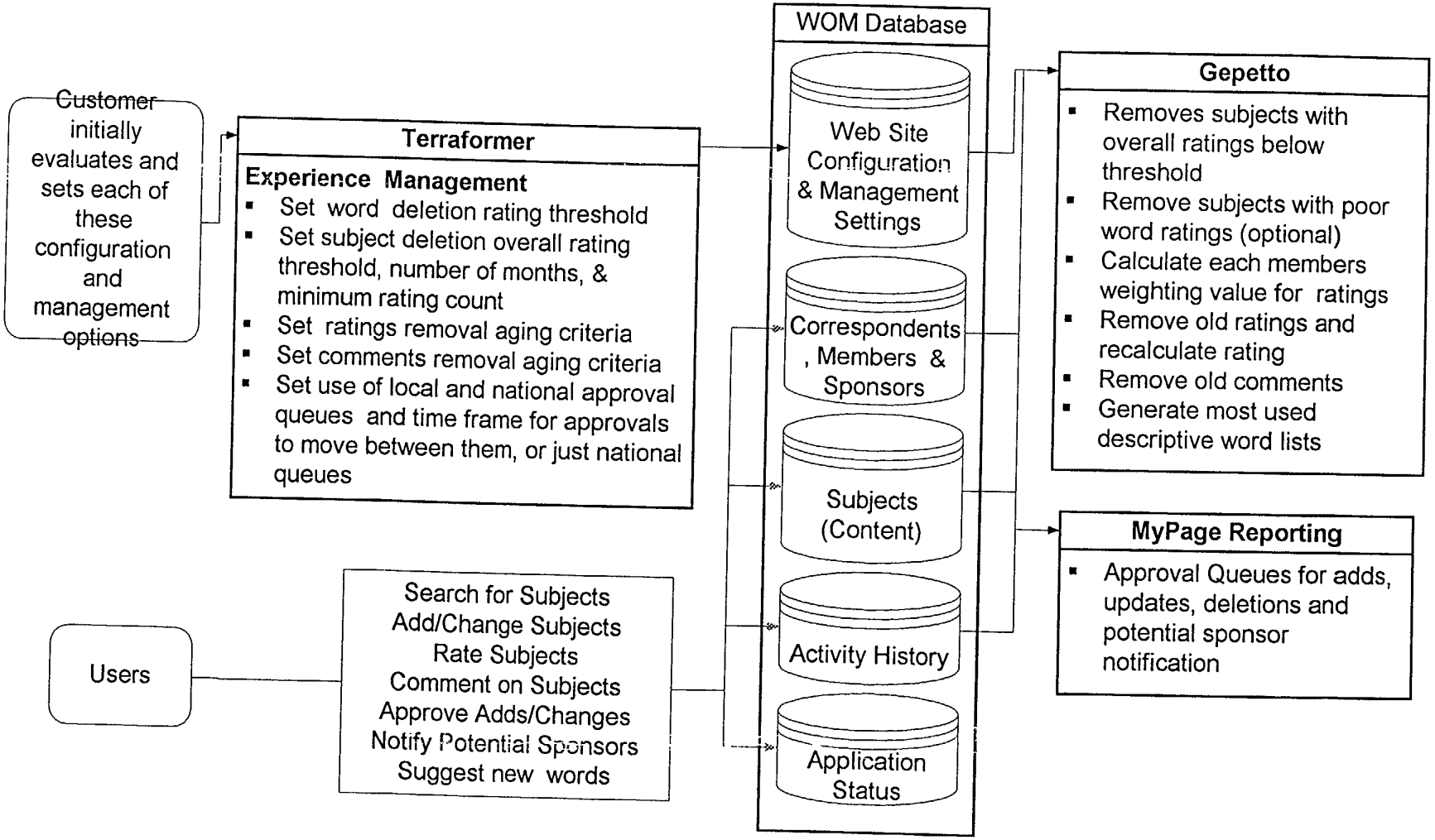
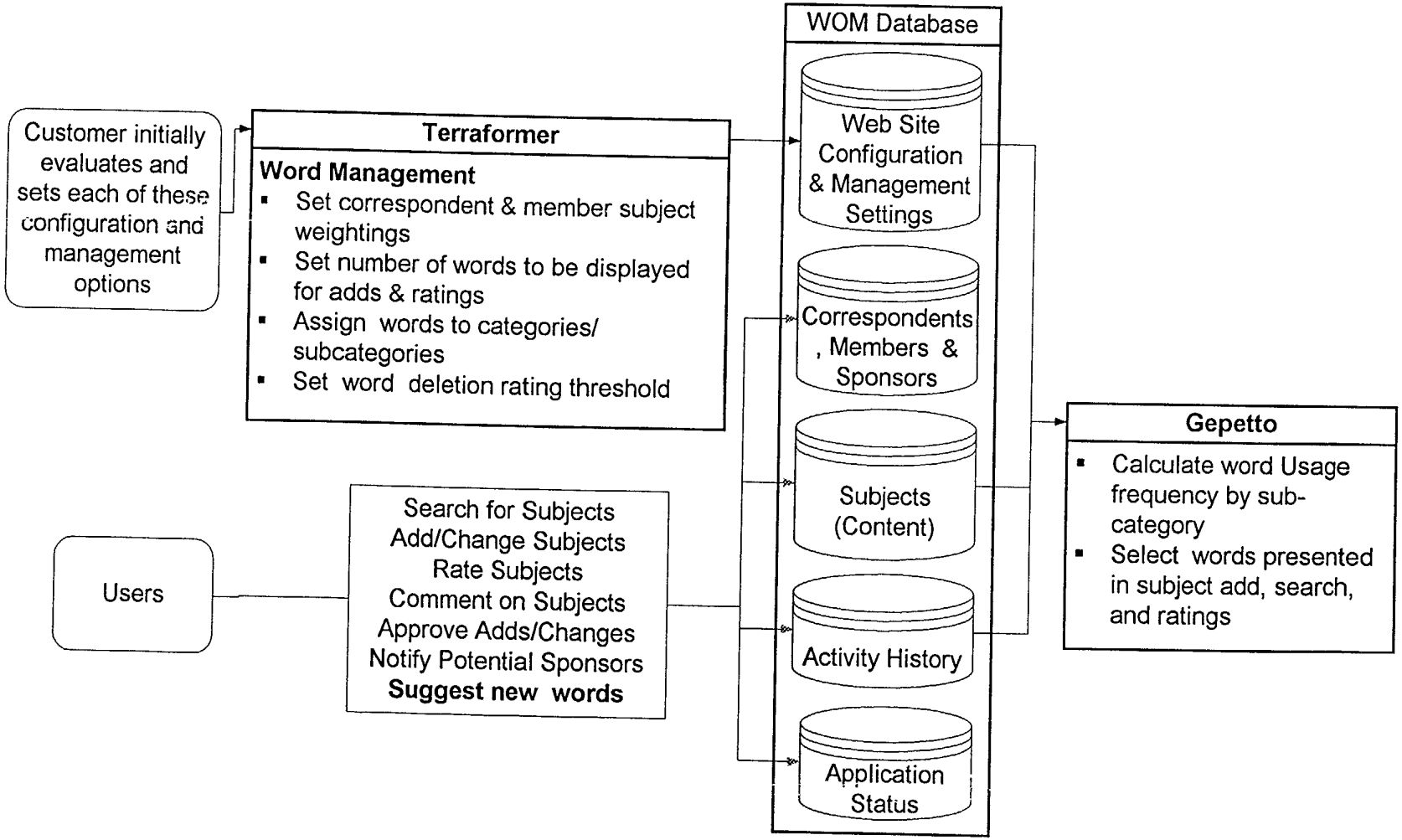

Customer initially evaluates and sets each of these configuration and management options
Terraformer
Experience Management
Set word deletion rating threshold
Set subject deletion overall rating threshold, number of months, & minimum rating count
Set ratings removal aging criteria
Set comments removal aging criteria
Set use of local and national approval queues and time frame for approvals to move between them, or just national queues
WOM Database
Web Site Configuration & Management Settings
Correspondents, Members & Sponsors
Subjects (Content)
Activity History
Application Status
Gepetto
Removes subjects with overall ratings below threshold
Remove subjects with poor word ratings (optional)
Calculate each members weighting value for ratings
Remove old ratings and recalculate rating
Remove old comments
Generate most used descriptive word lists
MyPage Reporting
Approval Queues for adds, updates, deletions and potential sponsor notification
Users
Search for Subjects
Add/Change Subjects
Rate Subjects
Comment on Subjects
Approve Adds/Changes
Notify Potential Sponsors
Suggest new words

FIG. 6


Customer initially evaluates and sets each of these configuration and management options
Terraformer
Word Management
Set correspondent & member subject weightings
Set number of words to be displayed for adds & ratings
Assign words to categories/ subcategories
Set word deletion rating threshold
WOM Database
Web Site Configuration & Management Settings
Correspondents , Members & Sponsors
Subjects (Content)
Activity History
Application Status
Gepetto
Calculate word Usage frequency by sub-category
Select words presented in subject add, search, and ratings
Users
Search for Subjects
Add/Change Subjects
Rate Subjects
Comment on Subjects
Approve Adds/Changes
Notify Potential Sponsors
Suggest new words

"DOCID" 20020250

FIG. 7

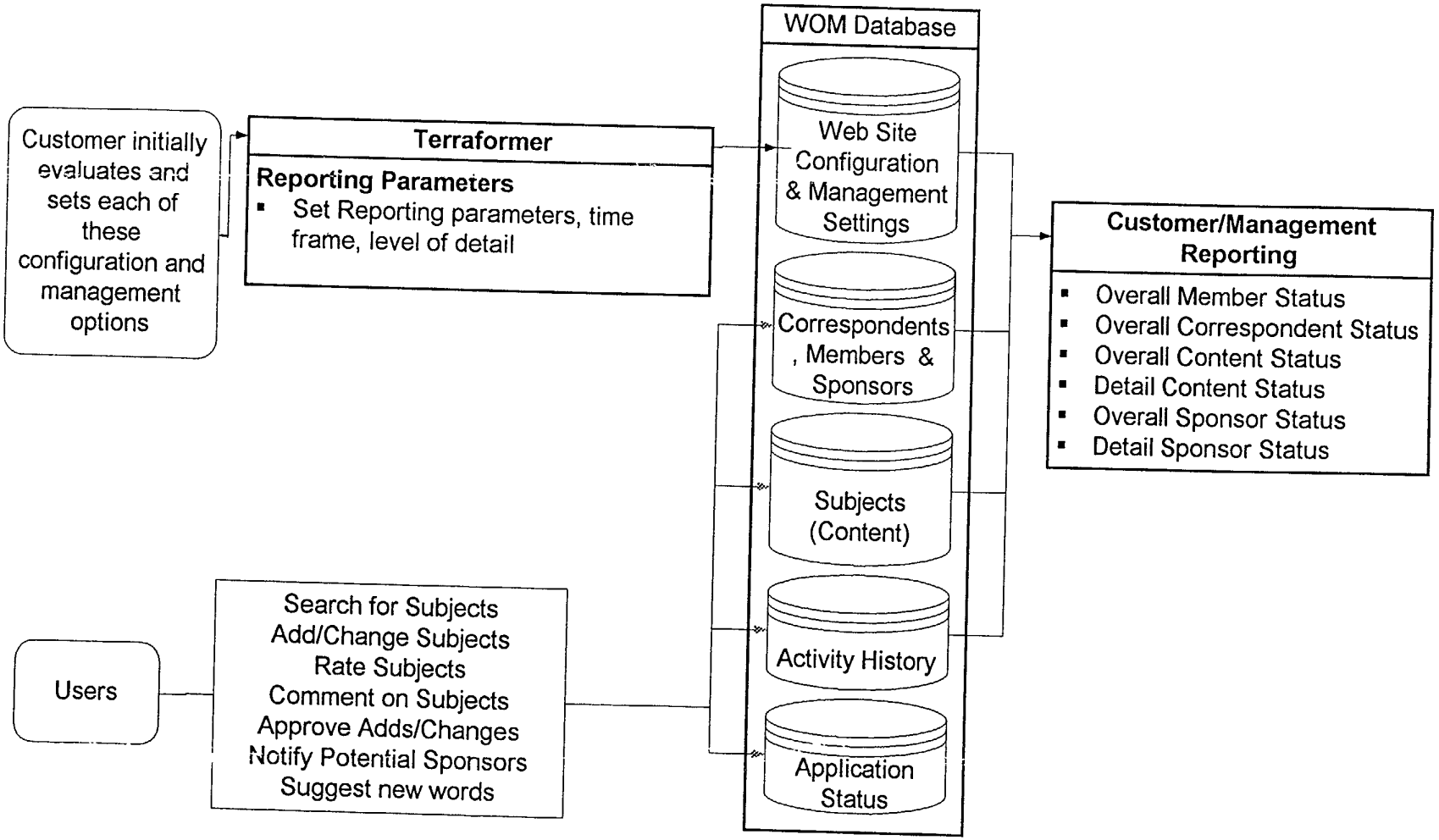
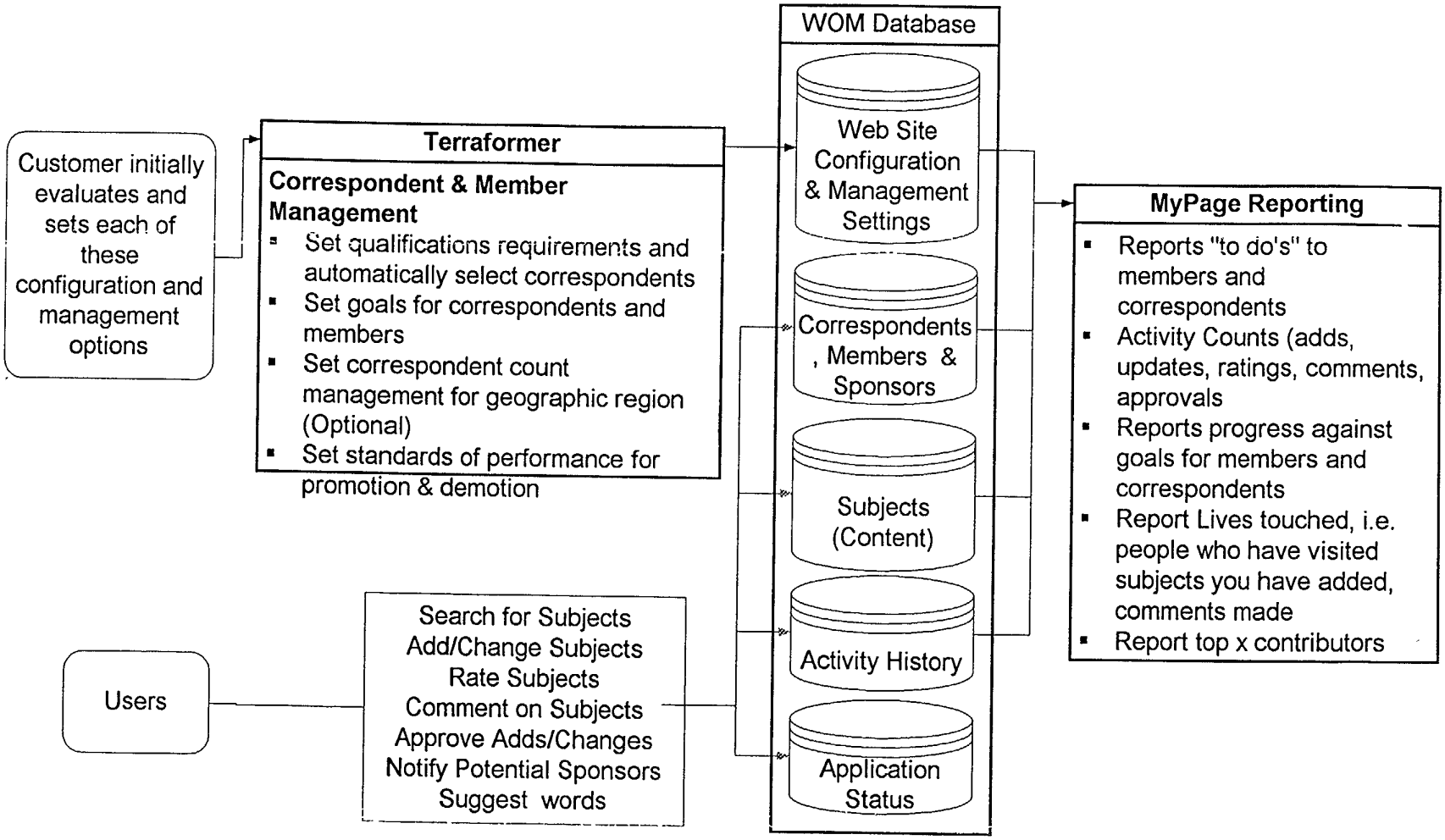
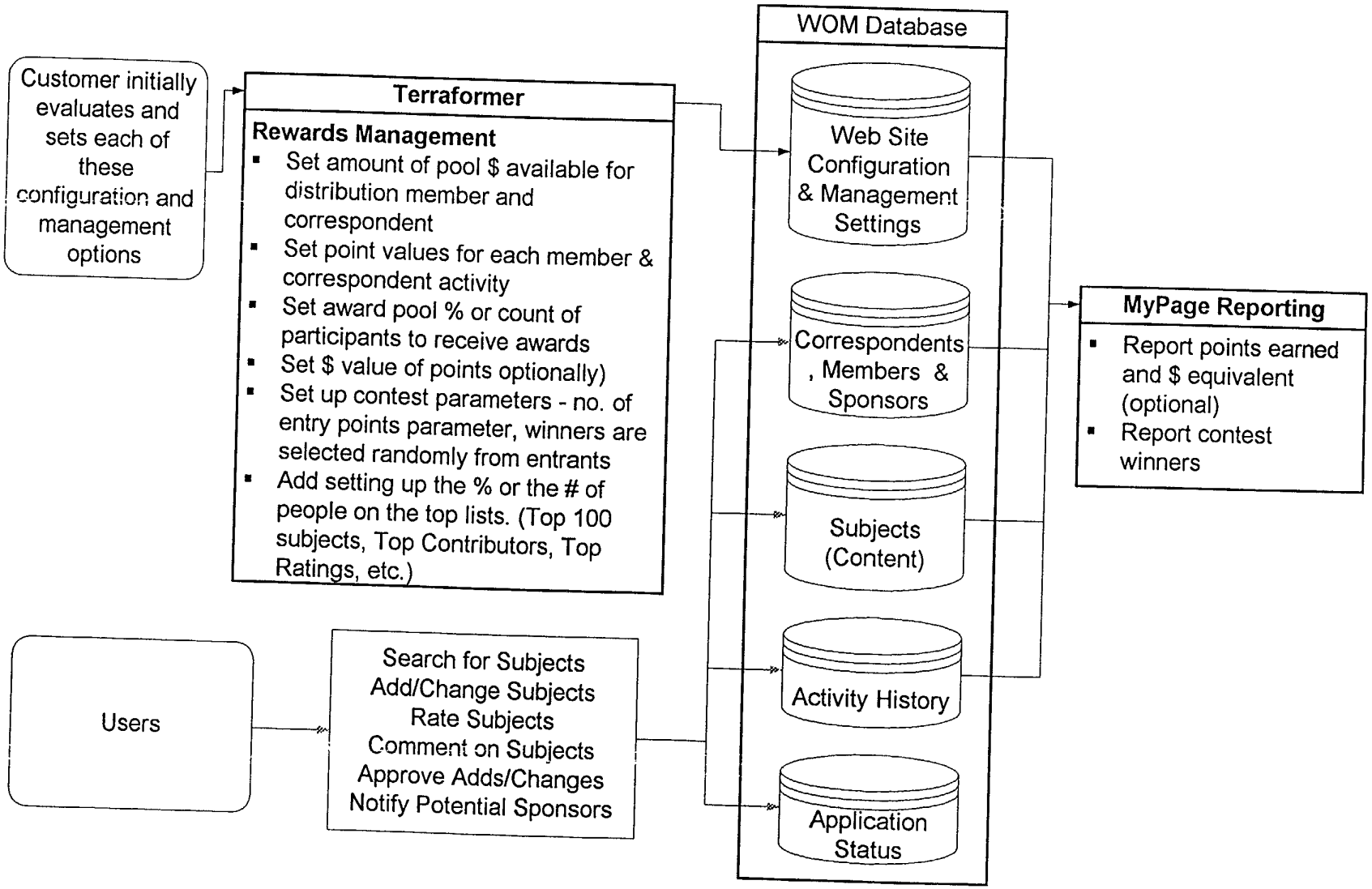


FIG. 8


Customer initially evaluates and sets each of these configuration and management options
Terraformer
Correspondent & Member Management
Set qualifications requirements and automatically select correspondents
Set goals for correspondents and members
Set correspondent count management for geographic region (Optional)
Set standards of performance for promotion & demotion
WOM Database
Web Site Configuration & Management Settings
Correspondents, Members & Sponsors
Subjects (Content)
Activity History
Application Status
MyPage Reporting
Reports "to do's" to members and correspondents
Activity Counts (adds, updates, ratings, comments, approvals
Reports progress against goals for members and correspondents
Report Lives touched, i.e. people who have visited subjects you have added, comments made
Report top x contributors
Users
Search for Subjects
Add/Change Subjects
Rate Subjects
Comment on Subjects
Approve Adds/Changes
Notify Potential Sponsors
Suggest words

T0070 E28282

FIG. 9



T30720 E282260

FIG. 10

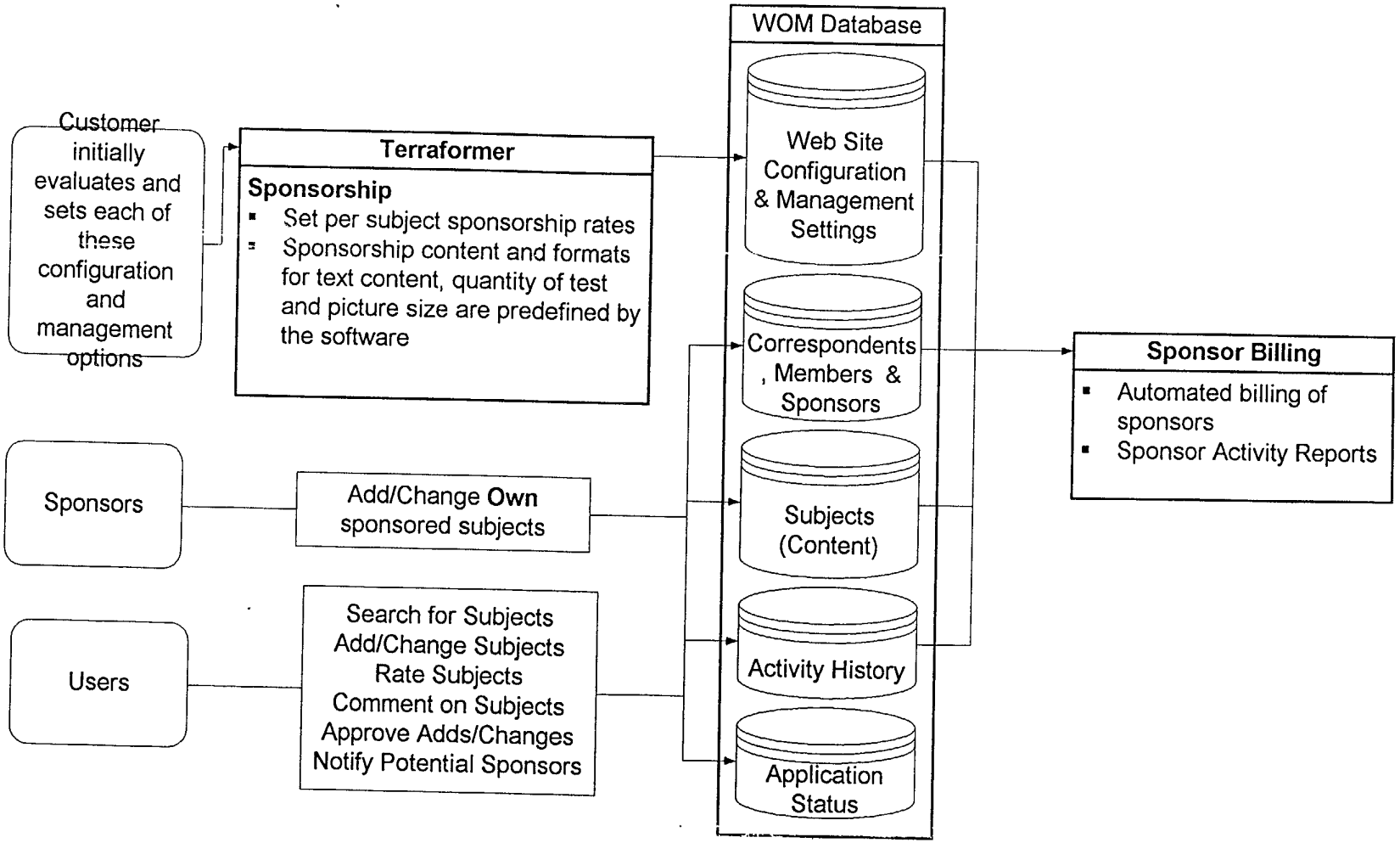


FIG. 11

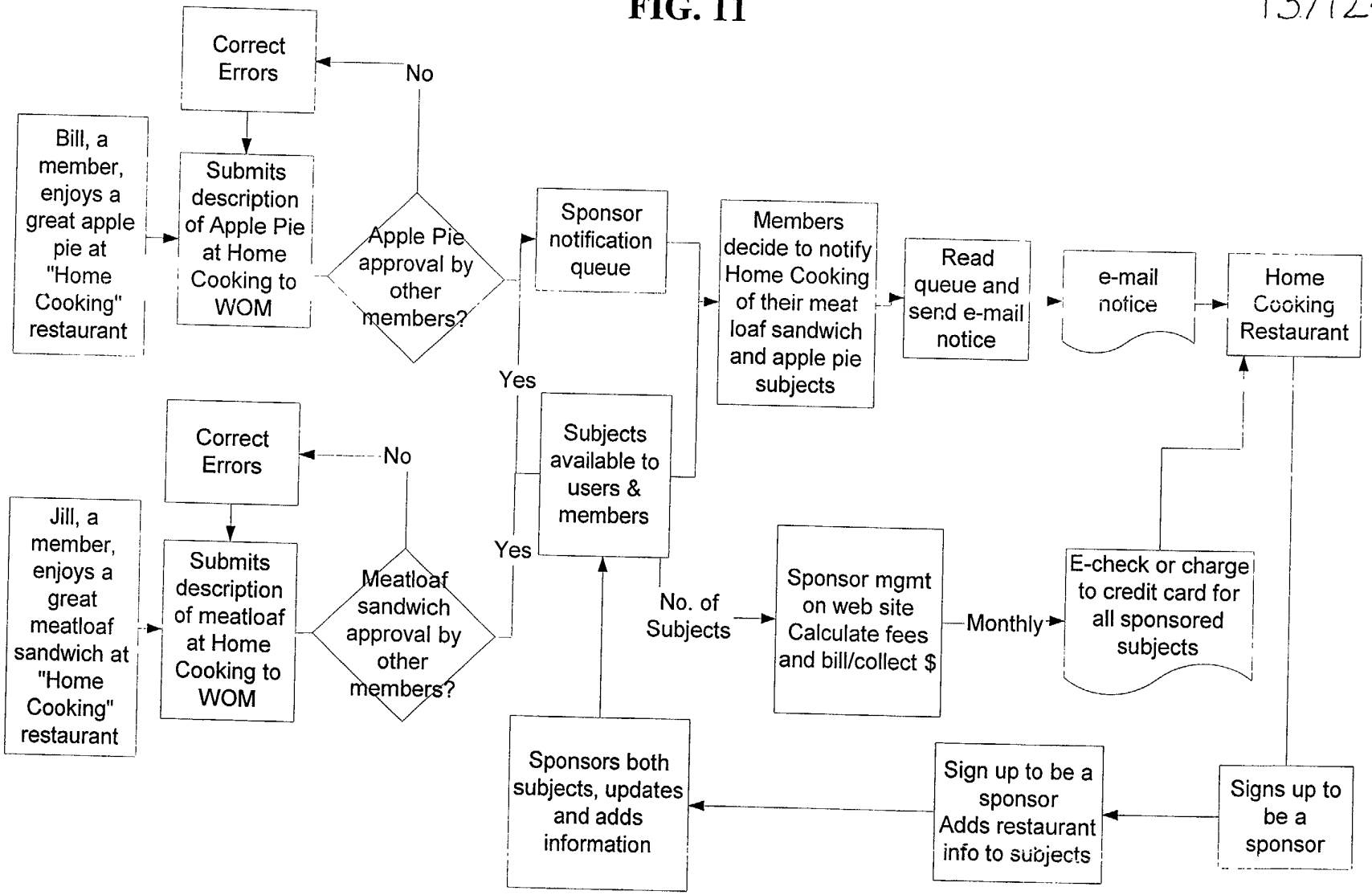

Correct Errors
No
Bill, a member, enjoys a great apple pie at "Home Cooking" restaurant
Submits description of Apple Pie at Home Cooking to WOM
Apple Pie approval by other members?
Sponsor notification queue
Members decide to notify Home Cooking of their meat loaf sandwich and apple pie subjects
Read queue and send e-mail notice
e-mail notice
Home Cooking Restaurant
Yes
Correct Errors
No
Jill, a member, enjoys a great meatloaf sandwich at "Home Cooking" restaurant
Submits description of meatloaf at Home Cooking to WOM
Meatloaf sandwich approval by other members?
Yes
Subjects available to users & members
No. of Subjects
Sponsor mgmt on web site Calculate fees and bill/collect $
Monthly
E-check or charge to credit card for all sponsored subjects
Sponsors both subjects, updates and adds information
Sign up to be a sponsor Adds restaurant info to subjects
Signs up to be a sponsor

FIG. 12

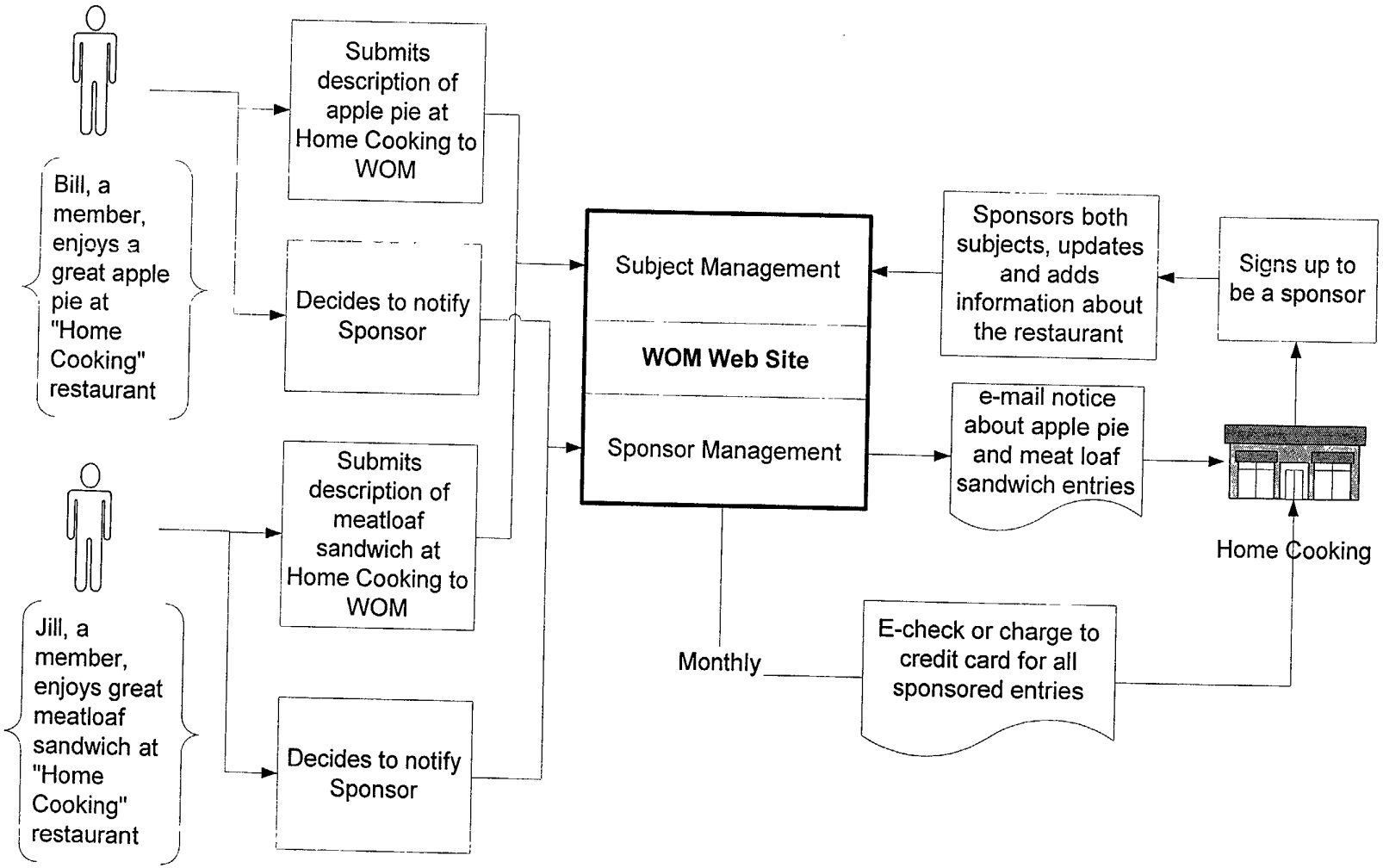

Submits description of apple pie at Home Cooking to WOM
Bill, a member, enjoys a great apple pie at "Home Cooking" restaurant
Decides to notify Sponsor
Submits description of meatloaf sandwich at Home Cooking to WOM
Jill, a member, enjoys great meatloaf sandwich at "Home Cooking" restaurant
Decides to notify Sponsor
Subject Management
WOM Web Site
Sponsor Management
Sponsors both subjects, updates and adds information about the restaurant
Signs up to be a sponsor
e-mail notice about apple pie and meat loaf sandwich entries
Home Cooking
Monthly
E-check or charge to credit card for all sponsored entries

FIG. 13

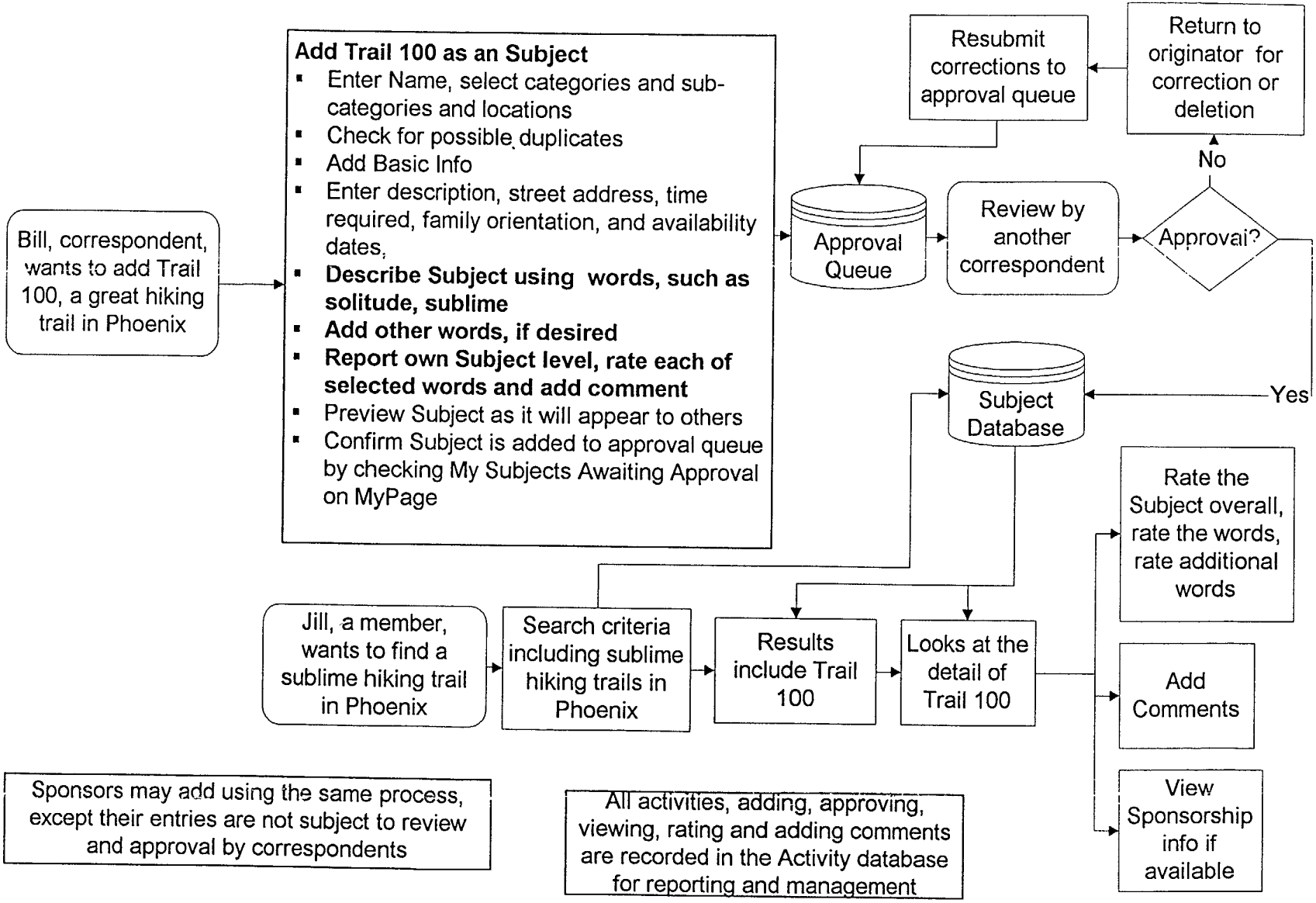

Add Trail 100 as an Subject
Enter Name, select categories and sub-categories and locations
Check for possible duplicates
Add Basic Info
Enter description, street address, time required, family orientation, and availability dates,
Describe Subject using words, such as solitude, sublime
Add other words, if desired
Report own Subject level, rate each of selected words and add comment
Preview Subject as it will appear to others
Confirm Subject is added to approval queue by checking My Subjects Awaiting Approval on MyPage
Bill, correspondent, wants to add Trail 100, a great hiking trail in Phoenix
Approval Queue
Review by another correspondent
Approval?
No
Yes
Resubmit corrections to approval queue
Return to originator for correction or deletion
Subject Database
Jill, a member, wants to find a sublime hiking trail in Phoenix
Search criteria including sublime hiking trails in Phoenix
Results include Trail 100
Looks at the detail of Trail 100
Rate the Subject overall, rate the words, rate additional words
Add Comments
View Sponsorship info if available
Sponsors may add using the same process, except their entries are not subject to review and approval by correspondents
All activities, adding, approving, viewing, rating and adding comments are recorded in the Activity database for reporting and management

FIG. 14

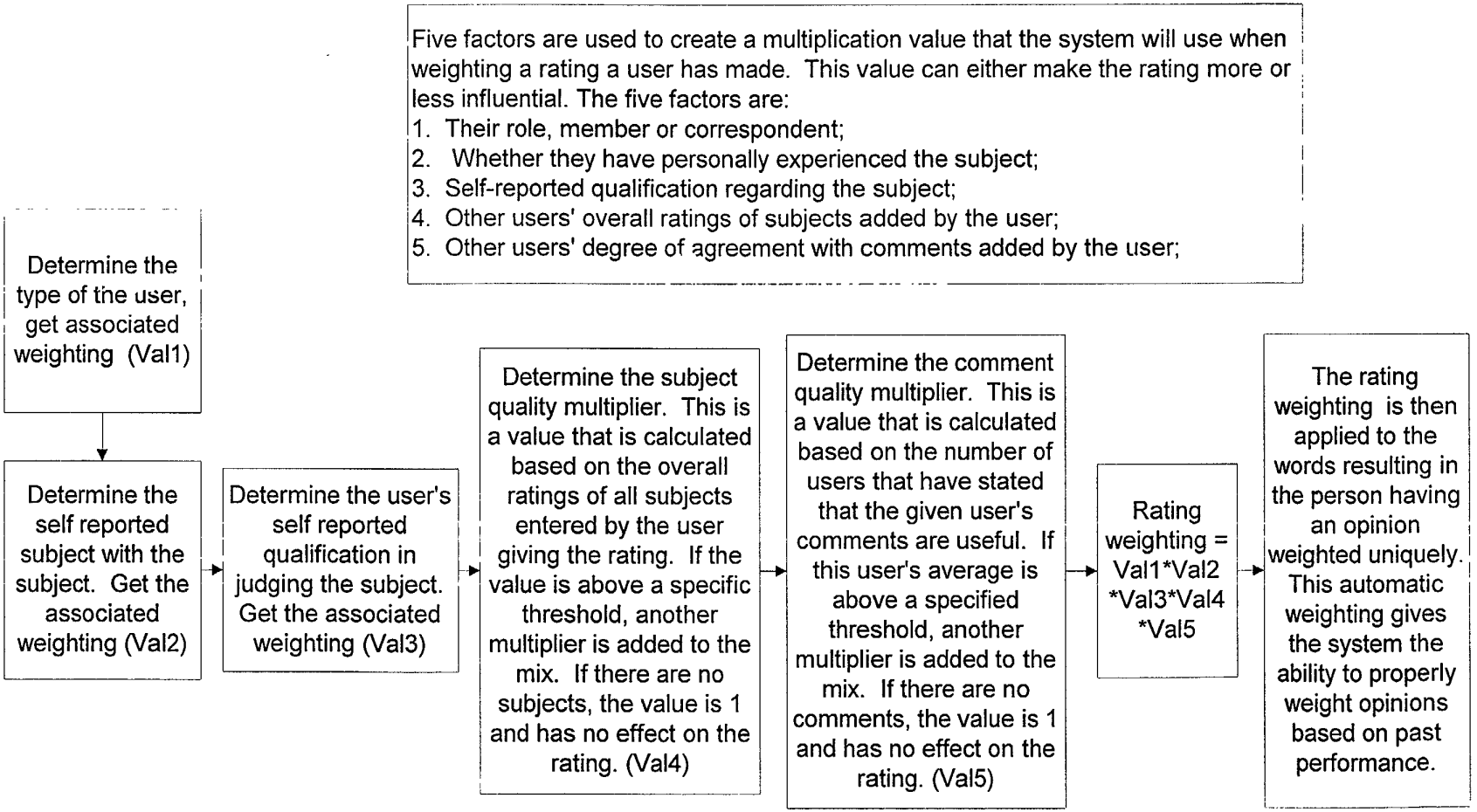

Five factors are used to create a multiplication value that the system will use when weighting a rating a user has made. This value can either make the rating more or less influential. The five factors are:
1. Their role, member or correspondent;
2. Whether they have personally experienced the subject;
3. Self-reported qualification regarding the subject;
4. Other users' overall ratings of subjects added by the user;
5. Other users' degree of agreement with comments added by the user;
Determine the type of the user, get associated weighting (Val1)
Determine the self reported subject with the subject. Get the associated weighting (Val2)
Determine the user's self reported qualification in judging the subject. Get the associated weighting (Val3)
Determine the subject quality multiplier. This is a value that is calculated based on the overall ratings of all subjects entered by the user giving the rating. If the value is above a specific threshold, another multiplier is added to the mix. If there are no subjects, the value is 1 and has no effect on the rating. (Val4)
Determine the comment quality multiplier. This is a value that is calculated based on the number of users that have stated that the given user's comments are useful. If this user's average is above a specified threshold, another multiplier is added to the mix. If there are no comments, the value is 1 and has no effect on the rating. (Val5)
Rating weighting = Val1*Val2 *Val3*Val4 *Val5
The rating weighting is then applied to the words resulting in the person having an opinion weighted uniquely. This automatic weighting gives the system the ability to properly weight opinions based on past performance.

FIG. 15

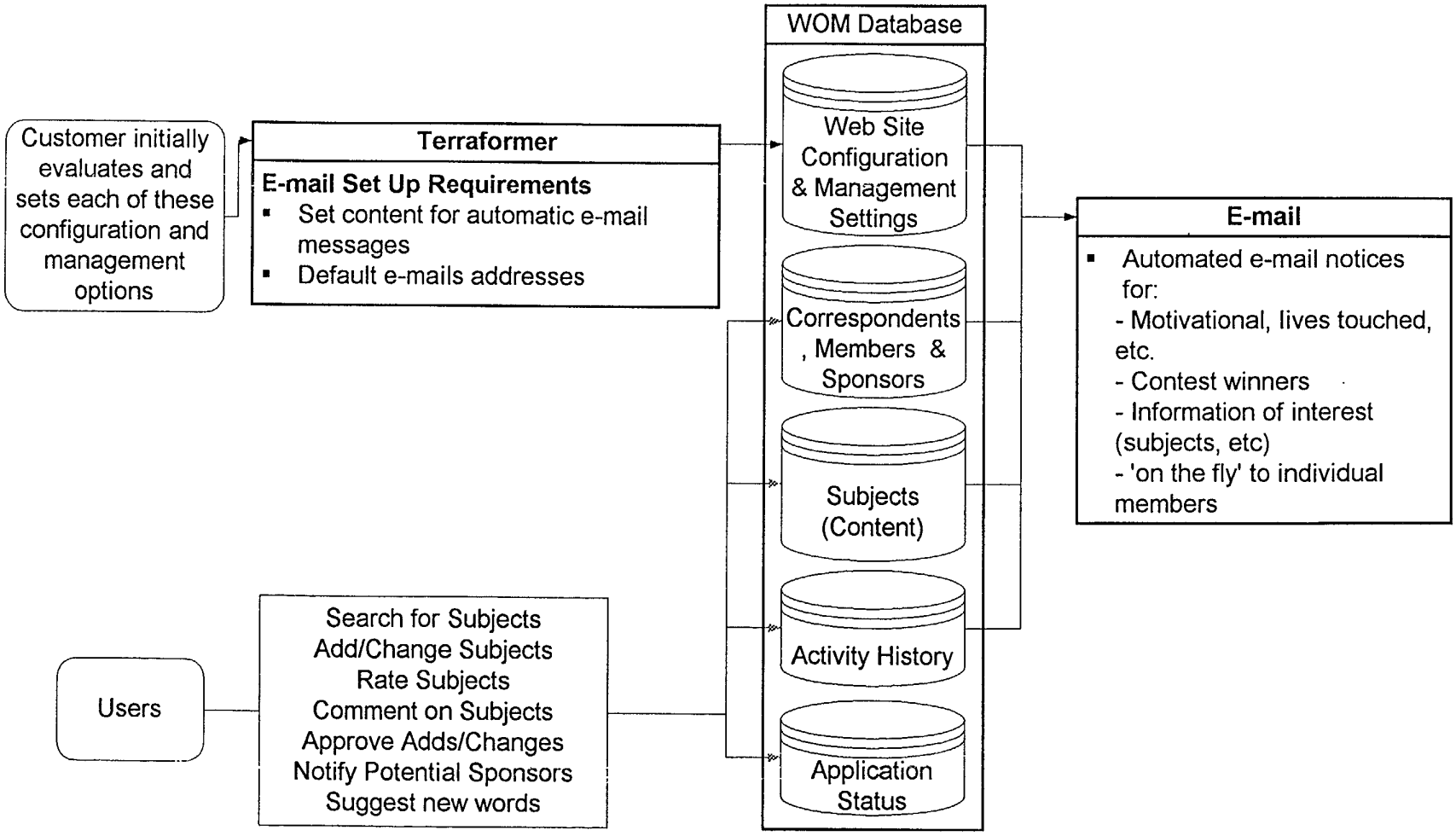
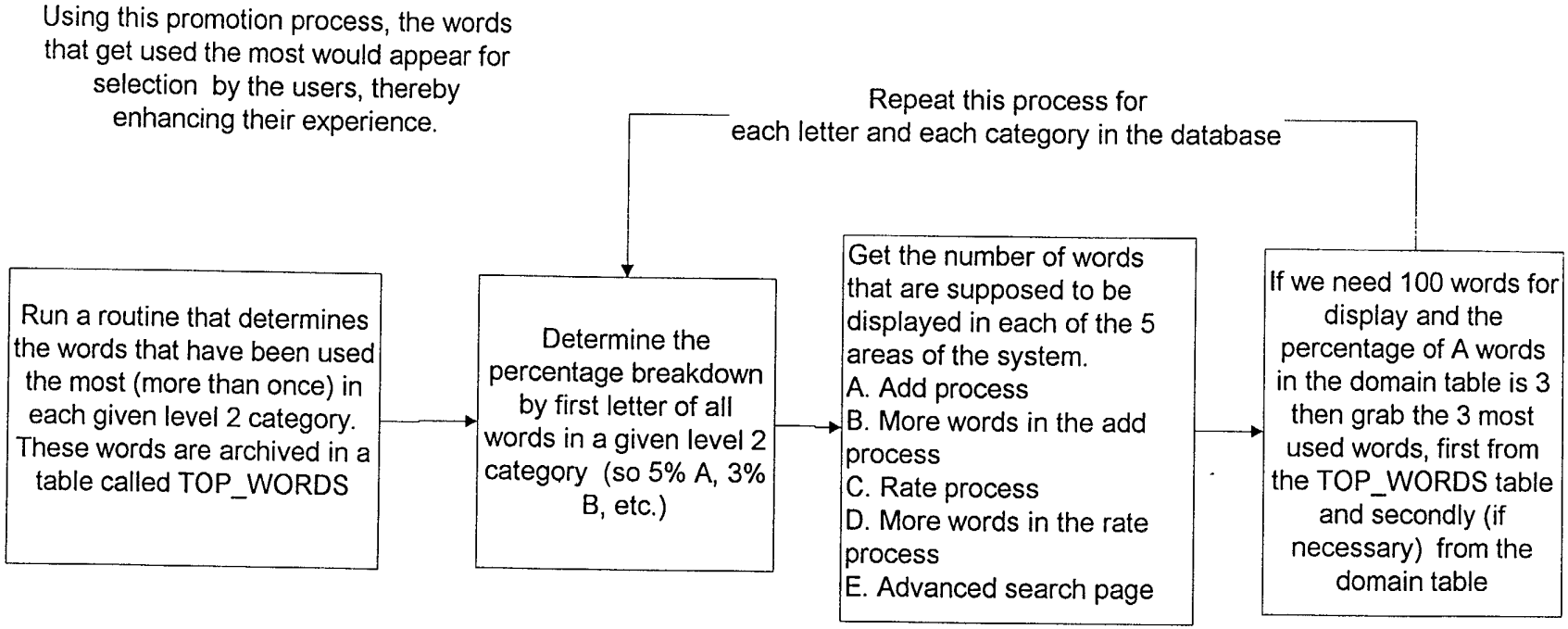

WOM Database
Customer initially evaluates and sets each of these configuration and management options
Terraformer
E-mail Set Up Requirements
Set content for automatic e-mail messages
Default e-mails addresses
Web Site Configuration & Management Settings
Correspondents, Members & Sponsors
Subjects (Content)
Activity History
Application Status
E-mail
Automated e-mail notices for:
- Motivational, lives touched, etc.
- Contest winners
- Information of interest (subjects, etc)
- 'on the fly' to individual members
Users
Search for Subjects
Add/Change Subjects
Rate Subjects
Comment on Subjects
Approve Adds/Changes
Notify Potential Sponsors
Suggest new words

FIG. 16



Assumptions:

1. An initial pool of words has been created for a given level 2 category.

2. Once a timeframe (week), the routine described above is run to determine what words appear where in the application.

FIG. 17

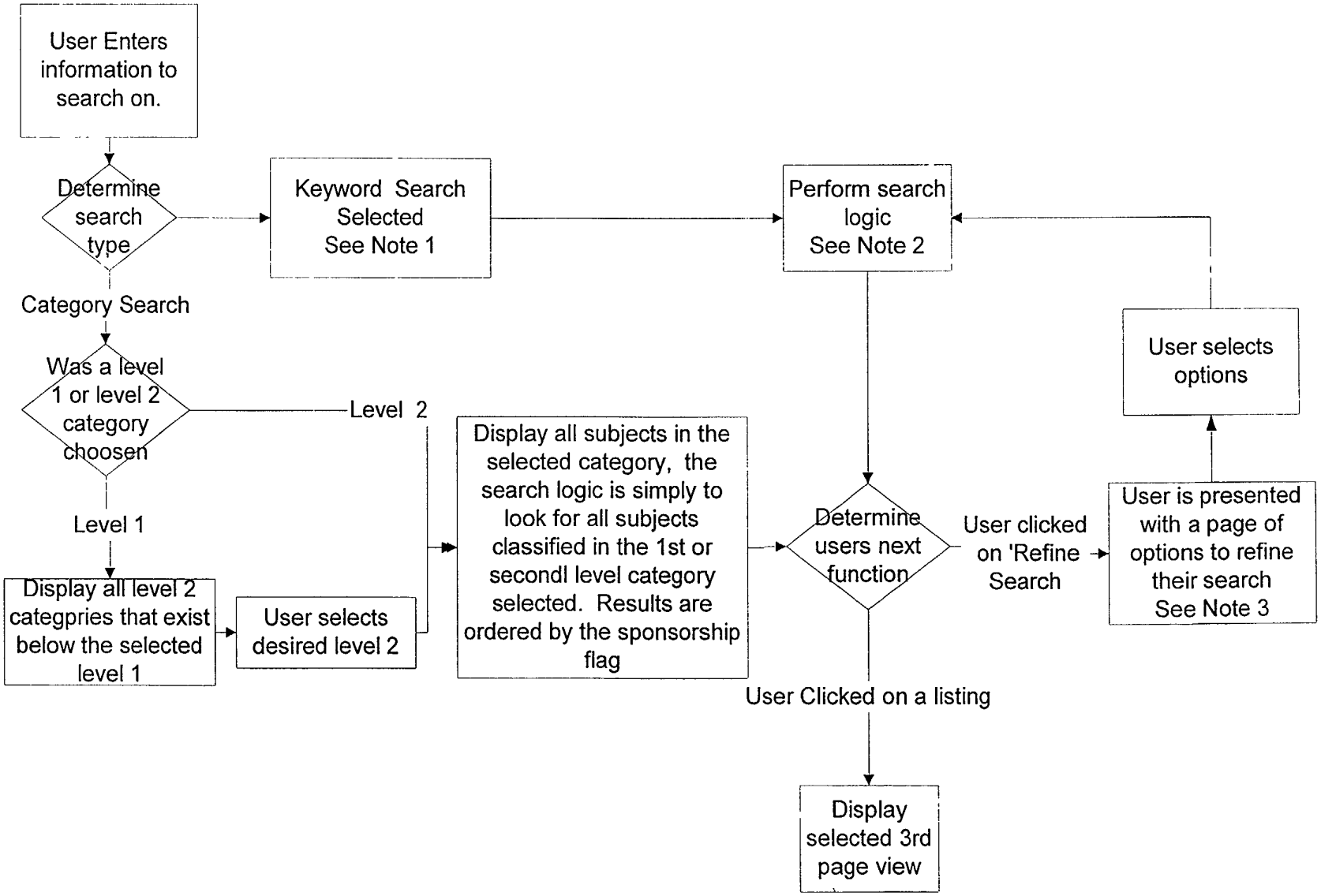

User Enters information to search on.
Determine search type
Keyword Search Selected See Note 1
Perform search logic See Note 2
Category Search
Was a level 1 or level 2 category choosen
Level 2
Level 1
Display all level 2 categpries that exist below the selected level 1
User selects desired level 2
Display all subjects in the selected category, the search logic is simply to look for all subjects classified in the 1st or secondl level category selected. Results are ordered by the sponsorship flag
Determine users next function
User clicked on 'Refine Search
User is presented with a page of options to refine their search See Note 3
User selects options
User Clicked on a listing
Display selected 3rd page view

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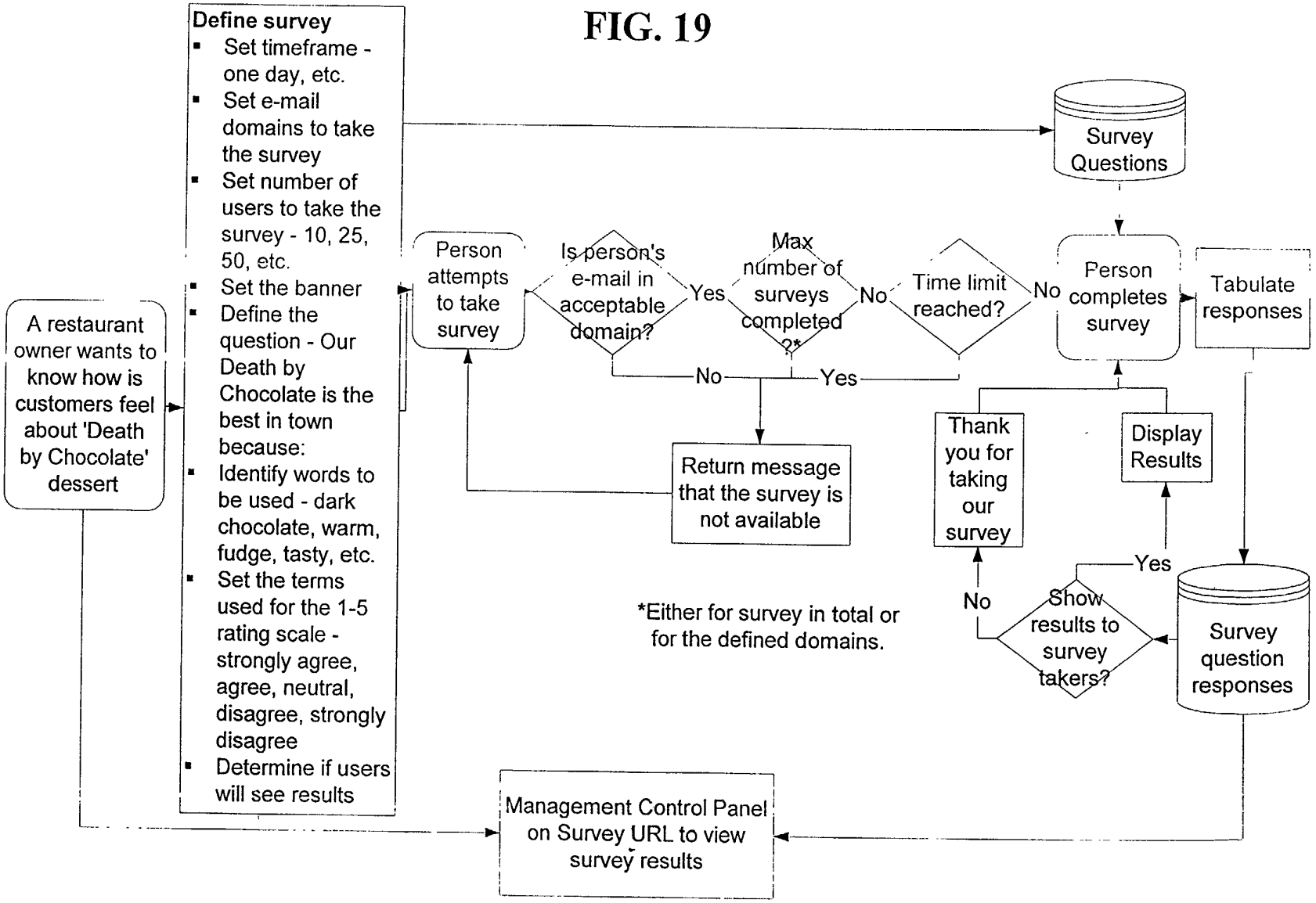
FIG. 18

Note 1
Locate any entries in the database that match the keywords specified. The keywords in the database are made up of the following:
+ Organization Name
+ Descriptive Words
+ Category Descriptors
+ Subject Description
The keywords that are located, must be rated greater than a given value before it qualifies as a match.

Note 2
The search logic is as follows:
Search for a subject that meets the original criteria specified, plus the following:
+ If a location field was specified, finds all subjects that are in that location, if a city was specified, check the subjects' city as well as the surrounding cities field.
+ If an appeal word was checked or entered in the free form entry box, check for subjects that have that descriptive word
+If time or cost were specified, add these values to the selection criteria.

Note 3
Any option selected by the user will be applied in conjunction with the original criteria to further qualify the results of the query. The options presented to the user include the following:
+ Location: City, State, Zip
+ What appeals to you: A list of words selected by the system that have been used most often to describe the subjects included in the given category.
+ Free form word field: A location where the user can put a word or words that did not appear in 'What appeals to you'
+ Amount of money you would like to spend
+ Amount of time you would like to spend

FIG. 19


Define survey
Set timeframe - one day, etc.
Set e-mail domains to take the survey
Set number of users to take the survey - 10, 25, 50, etc.
Set the banner
Define the question - Our Death by Chocolate is the best in town because:
Identify words to be used - dark chocolate, warm, fudge, tasty, etc.
Set the terms used for the 1-5 rating scale - strongly agree, agree, neutral, disagree, strongly disagree
Determine if users will see results
A restaurant owner wants to know how is customers feel about 'Death by Chocolate' dessert
Survey Questions
Person attempts to take survey
Is person's e-mail in acceptable domain?
Yes
No
Max number of surveys completed ?*
No
Yes
Time limit reached?
No
Yes
Person completes survey
Tabulate responses
Return message that the survey is not available
Thank you for taking our survey
Display Results
Show results to survey takers?
No
Yes
Survey question responses
*Either for survey in total or for the defined domains.
Management Control Panel on Survey URL to view survey results

T20T20 E282820

FIG. 20

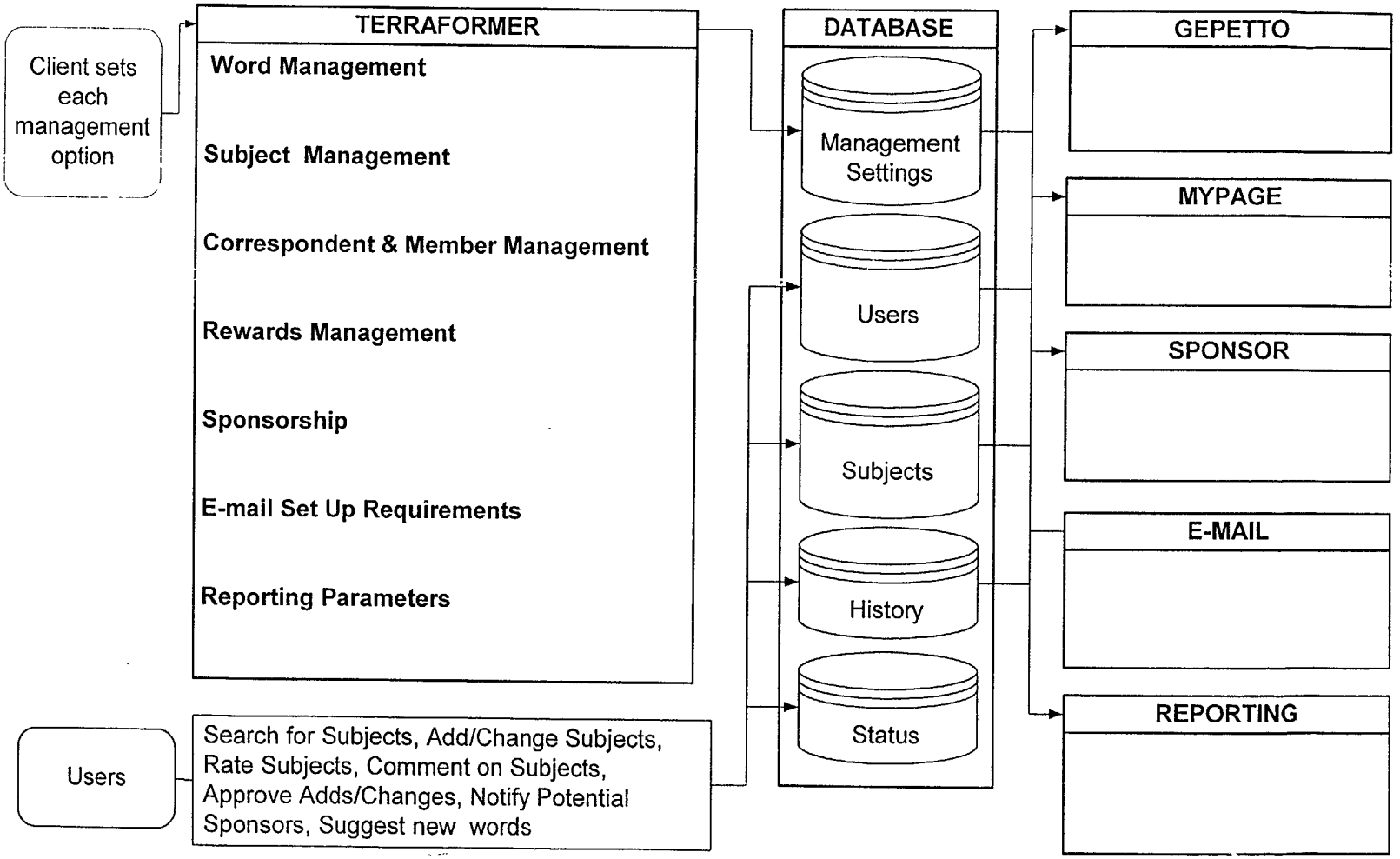


FIG. 21

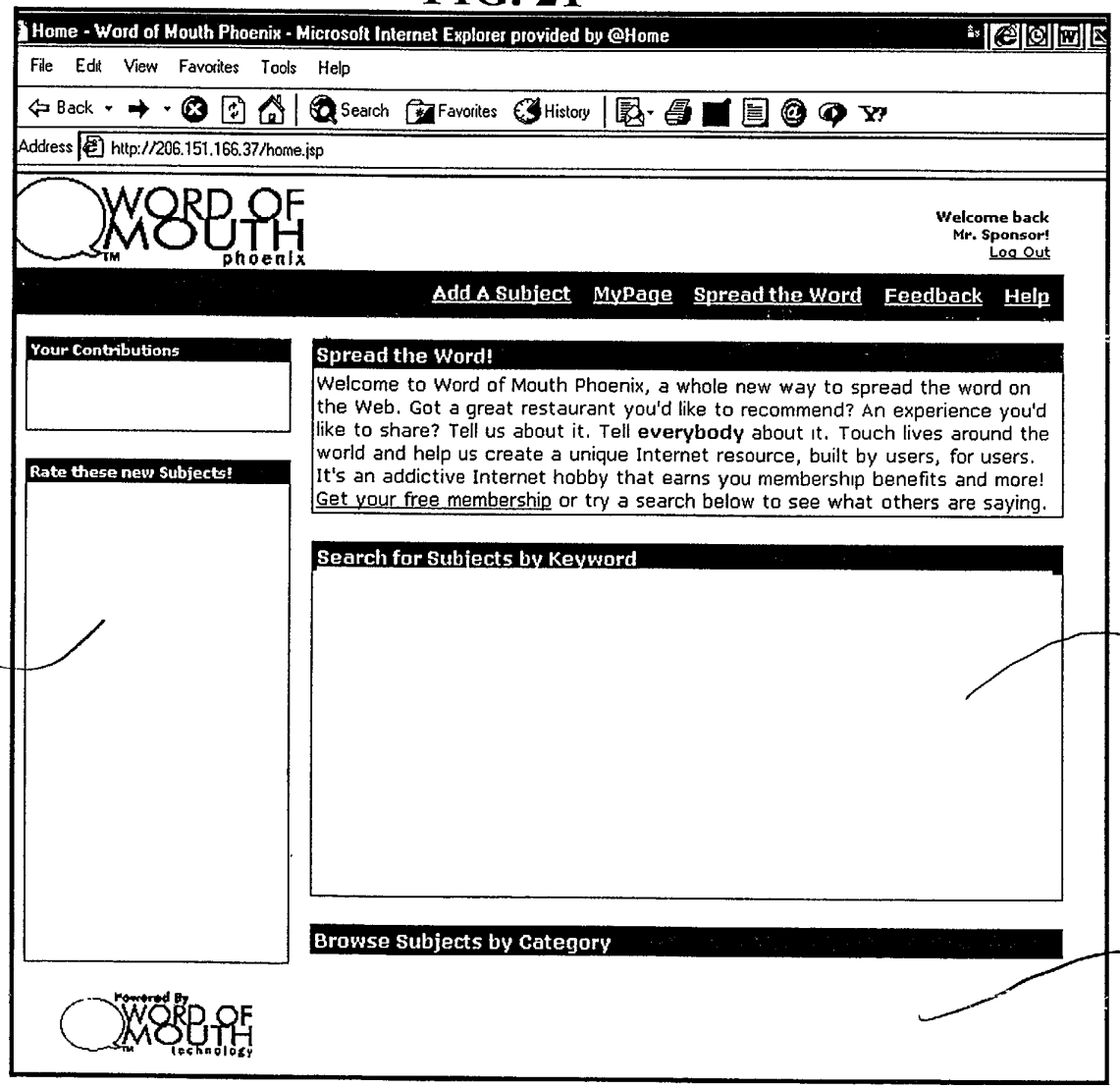

Home - Word of Mouth Phoenix - Microsoft Internet Explorer provided by @Home
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://206.151.166.37/home.jsp
WORD OF MOUTH phoenix
Welcome back
Mr. Sponsor!
Log Out
Add A Subject MyPage Spread the Word Feedback Help
Your Contributions
Rate these new Subjects!
Spread the Word!
Welcome to Word of Mouth Phoenix, a whole new way to spread the word on the Web. Got a great restaurant you'd like to recommend? An experience you'd like to share? Tell us about it. Tell everybody about it. Touch lives around the world and help us create a unique Internet resource, built by users, for users. It's an addictive Internet hobby that earns you membership benefits and more! Get your free membership or try a search below to see what others are saying.
Search for Subjects by Keyword
Browse Subjects by Category
Powered By WORD OF MOUTH technology
21-1
21-2
21-3

FIG. 22

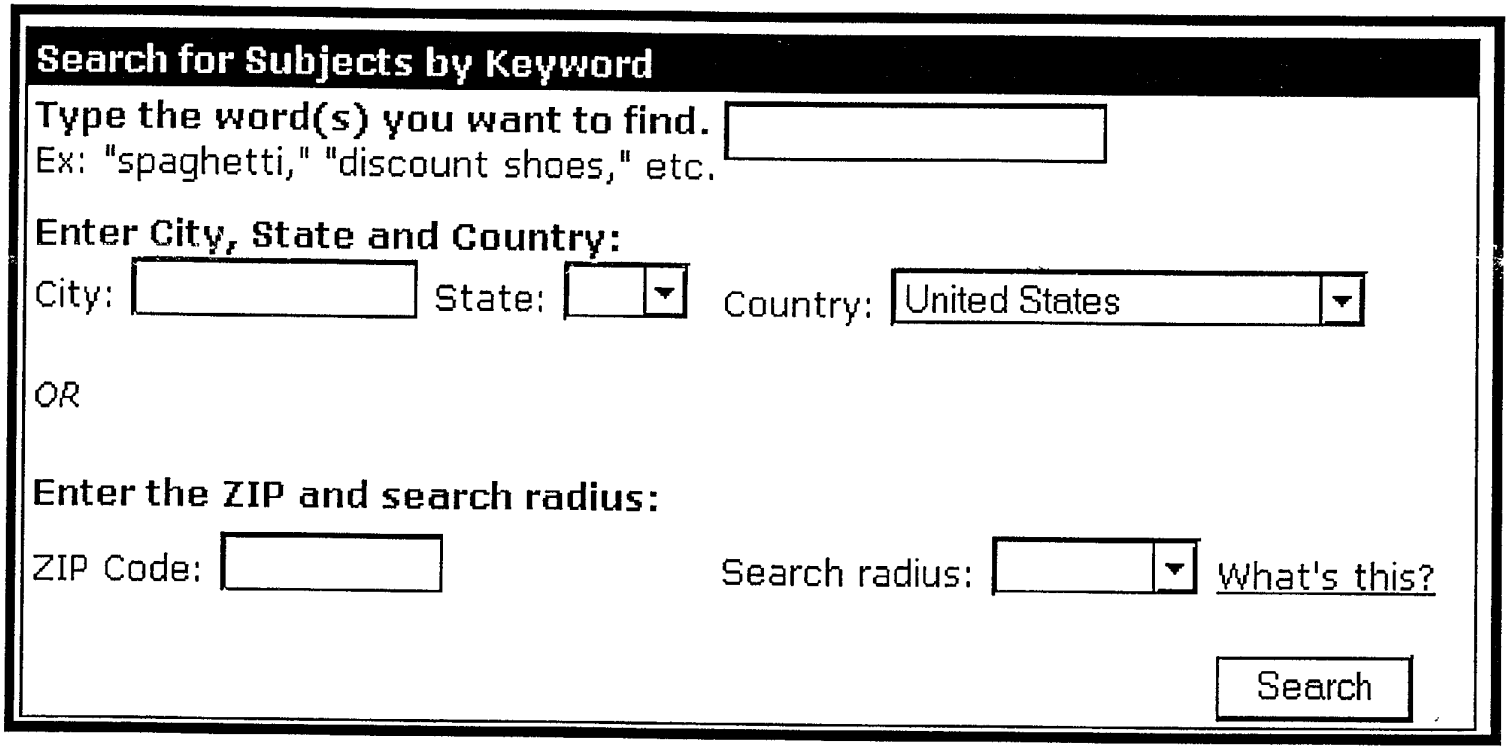

Search for Subjects by Keyword
Type the word(s) you want to find.
Ex: "spaghetti," "discount shoes," etc.
Enter City, State and Country:
City:
State:
Country:
United States
OR
Enter the ZIP and search radius:
ZIP Code:
Search radius:
What's this?
Search

FIG. 23

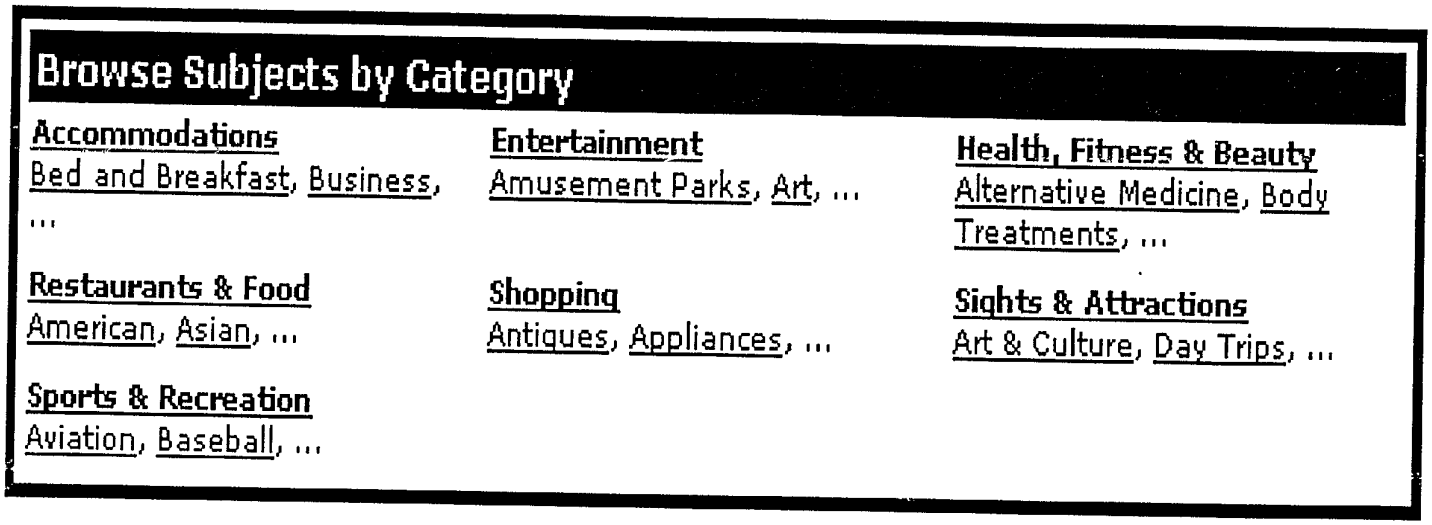

Browse Subjects by Category
Accommodations
Bed and Breakfast, Business, ...
Entertainment
Amusement Parks, Art, ...
Health, Fitness & Beauty
Alternative Medicine, Body Treatments, ...
Restaurants & Food
American, Asian, ...
Shopping
Antiques, Appliances, ...
Sights & Attractions
Art & Culture, Day Trips, ...
Sports & Recreation
Aviation, Baseball, ...

FIG. 24

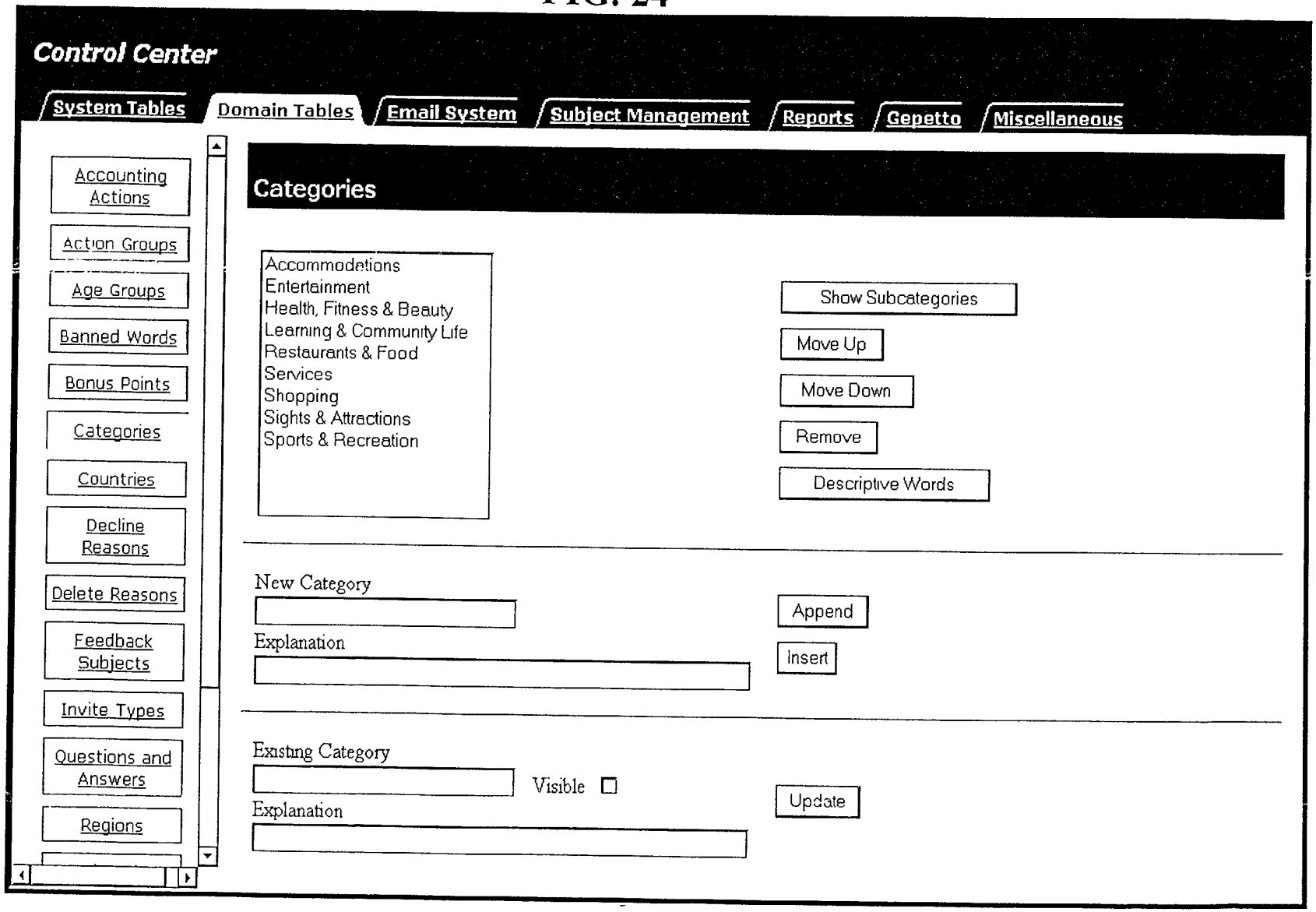

Control Center
System Tables
Domain Tables
Email System
Subject Management
Reports
Gepetto
Miscellaneous
Accounting Actions
Action Groups
Age Groups
Banned Words
Bonus Points
Categories
Countries
Decline Reasons
Delete Reasons
Feedback Subjects
Invite Types
Questions and Answers
Regions
Categories
Accommodations
Entertainment
Health, Fitness & Beauty
Learning & Community Life
Restaurants & Food
Services
Shopping
Sights & Attractions
Sports & Recreation
Show Subcategories
Move Up
Move Down
Remove
Descriptive Words
New Category
Explanation
Append
Insert
Existing Category
Visible
Explanation
Update

FIG. 25

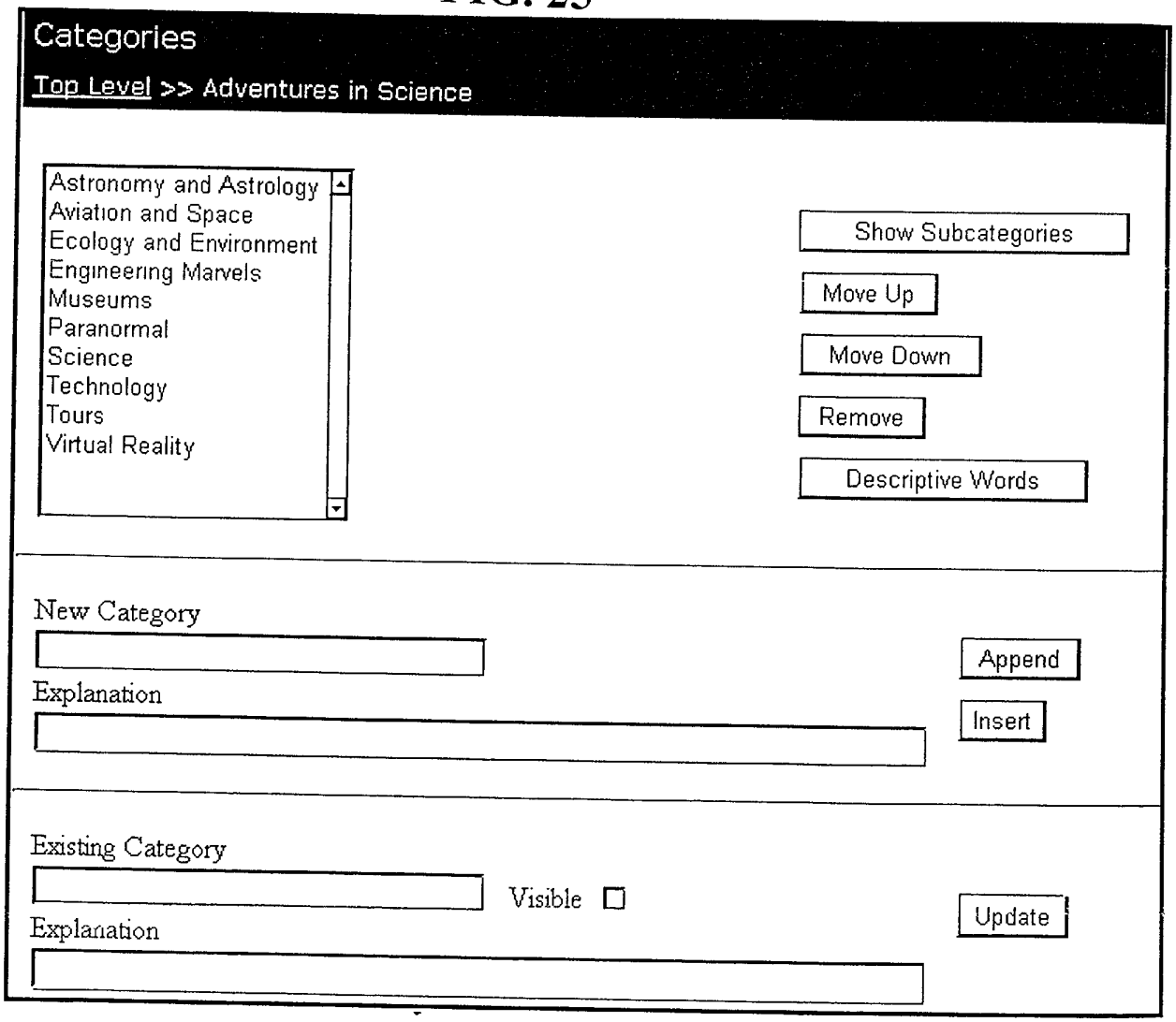

Categories
Top Level >> Adventures in Science
Astronomy and Astrology
Aviation and Space
Ecology and Environment
Engineering Marvels
Museums
Paranormal
Science
Technology
Tours
Virtual Reality
Show Subcategories
Move Up
Move Down
Remove
Descriptive Words
New Category
Explanation
Append
Insert
Existing Category
Visible
Explanation
Update

FIG. 26-A

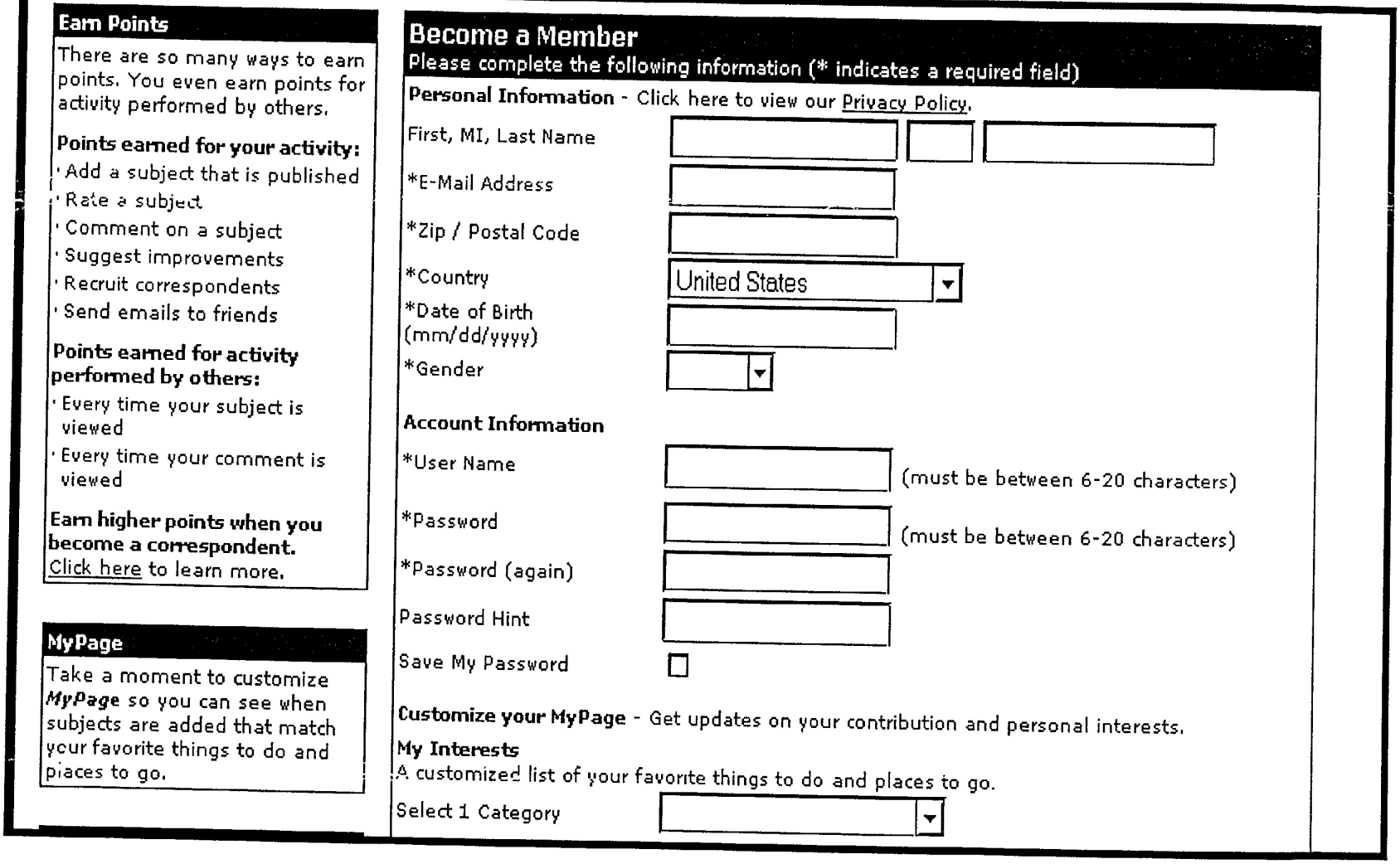
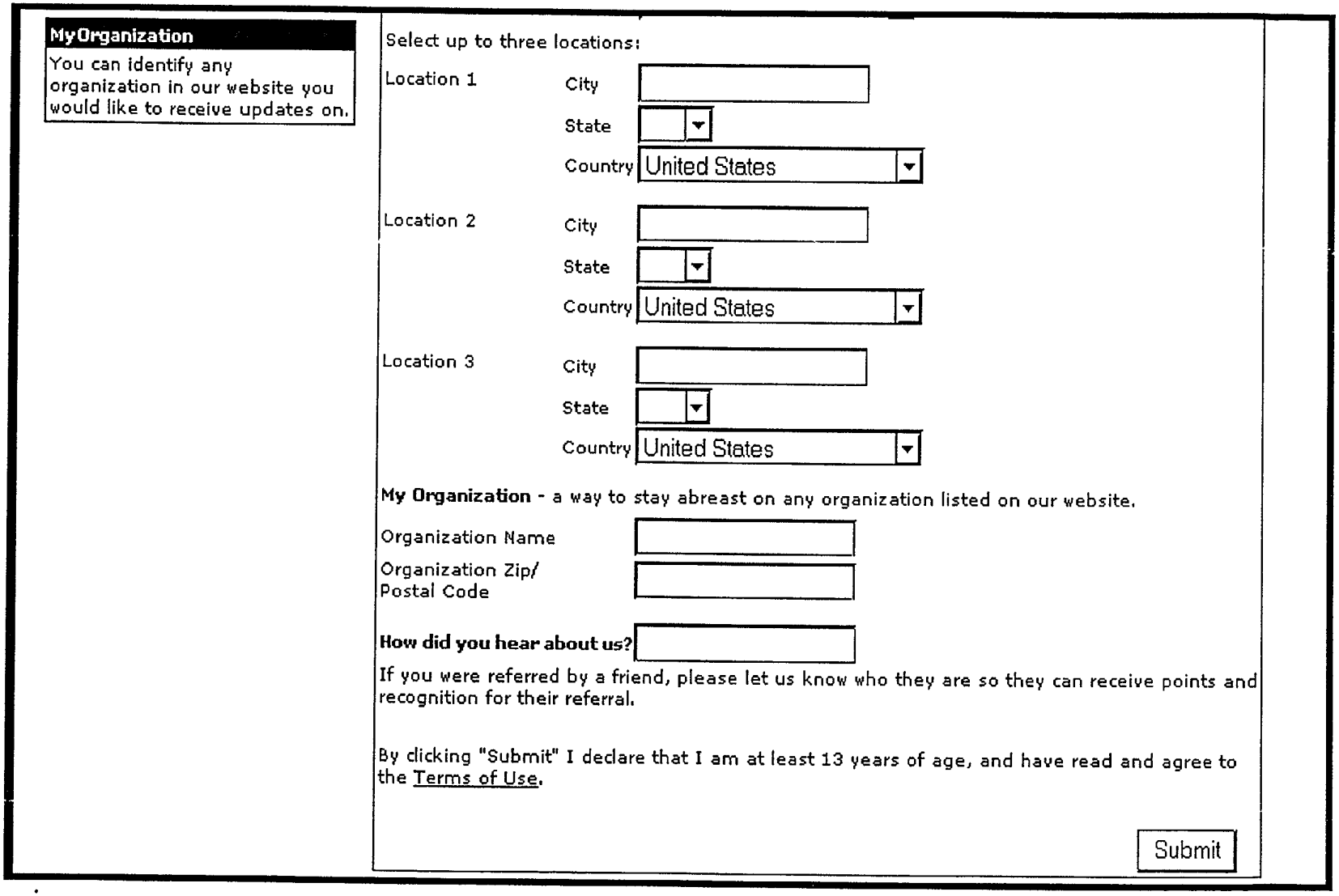

Earn Points
There are so many ways to earn points. You even earn points for activity performed by others.
Points earned for your activity:
· Add a subject that is published
· Rate a subject
· Comment on a subject
· Suggest improvements
· Recruit correspondents
· Send emails to friends
Points earned for activity performed by others:
· Every time your subject is viewed
· Every time your comment is viewed
Earn higher points when you become a correspondent.
Click here to learn more.
MyPage
Take a moment to customize MyPage so you can see when subjects are added that match your favorite things to do and places to go.
Become a Member
Please complete the following information (* indicates a required field)
Personal Information - Click here to view our Privacy Policy.
First, MI, Last Name
*E-Mail Address
*Zip / Postal Code
*Country
United States
*Date of Birth (mm/dd/yyyy)
*Gender
Account Information
*User Name
(must be between 6-20 characters)
*Password
(must be between 6-20 characters)
*Password (again)
Password Hint
Save My Password
Customize your MyPage - Get updates on your contribution and personal interests.
My Interests
A customized list of your favorite things to do and places to go.
Select 1 Category

FIG. 26-B


MyOrganization
You can identify any organization in our website you would like to receive updates on.
Select up to three locations:
Location 1
City
State
Country
United States
Location 2
City
State
Country
United States
Location 3
City
State
Country
United States
My Organization - a way to stay abreast on any organization listed on our website.
Organization Name
Organization Zip/ Postal Code
How did you hear about us?
If you were referred by a friend, please let us know who they are so they can receive points and recognition for their referral.
By clicking "Submit" I declare that I am at least 13 years of age, and have read and agree to the Terms of Use.
Submit

T0070 E2829260

FIG. 27-A

301124

Learn More

- View our FAQs
- View our Privacy Policy
- View our Reward Program

Become a Correspondent!

This is a Limited Exclusive Opportunity!
We are looking for real people - just like you - to help us create the first wordofmouth directory that enhances the way people share their knowledge on the Internet. You will be the inaugural Correspondents of this community and touch lives all over the world! As an inaugural Correspondent you will:

- Be the first to add, rate and review the content that will be published in this directory
- Earn monetary rewards for your contribution
- Earn a percentage of sponsorship revenue
- Enjoy exclusive use of the website while creating this community

Can anyone be a Correspondent?
Correspondents are selected by zip code, age and gender to ensure a full and unbiased range of subjects on our website. Correspondents must be US residents over the age of 18. This exclusive opportunity is limited to 6 per zip code.

What are other benefits of a Correspondent?

- Participate in contests and prizes
- Be recognized for your contribution
- Gain special access and benefits of our website
- Touch lives around the world
- Enjoy a fun and interesting hobby
- Customize My Page to view and keep track of your contribution
- Receive updates on the Top Rated and Best of Best subjects each month
- Receive updates on all subjects in your area each month
- Bookmark your favorite subjects

What do I have to do and how much time does it take?
Helping us manage and maintain the quality of content takes no longer than 20-30 minutes a week, and you earn points at the same time! There are 2 ways to earn points:

1. Points for your activities:

FIG. 27-B

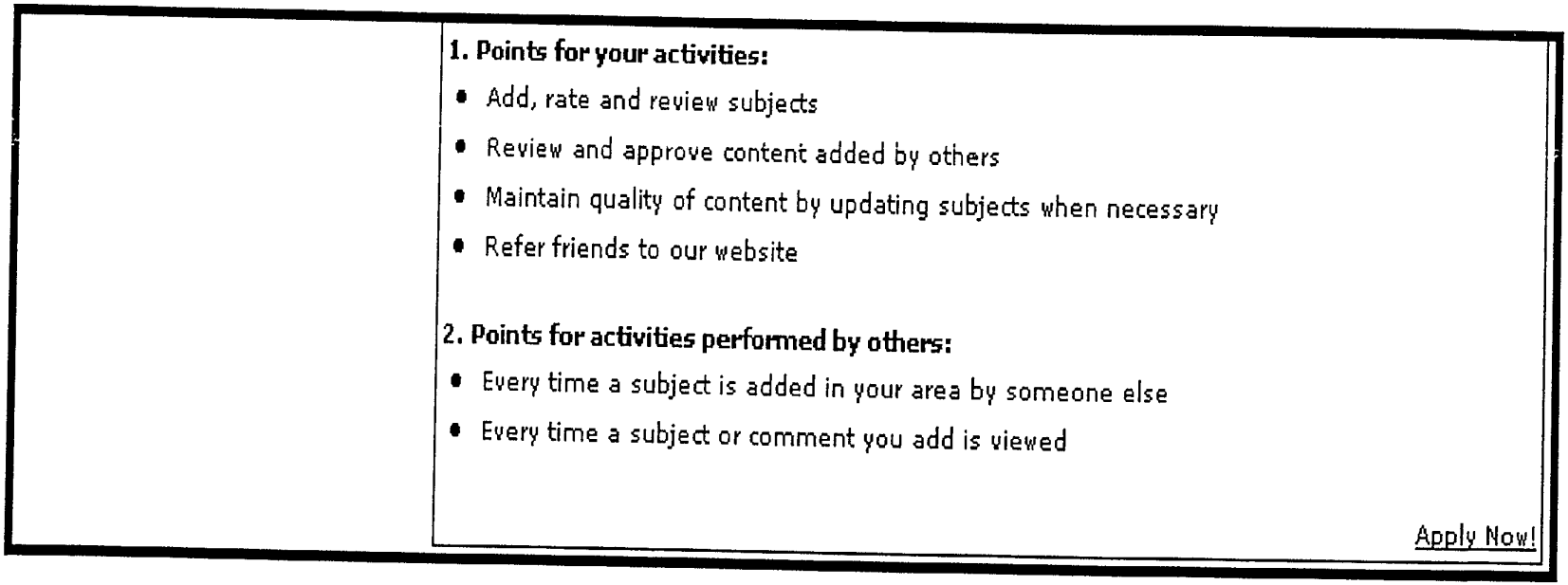

1. Points for your activities:
• Add, rate and review subjects
• Review and approve content added by others
• Maintain quality of content by updating subjects when necessary
• Refer friends to our website
2. Points for activities performed by others:
• Every time a subject is added in your area by someone else
• Every time a subject or comment you add is viewed
Apply Now!

FIG. 28

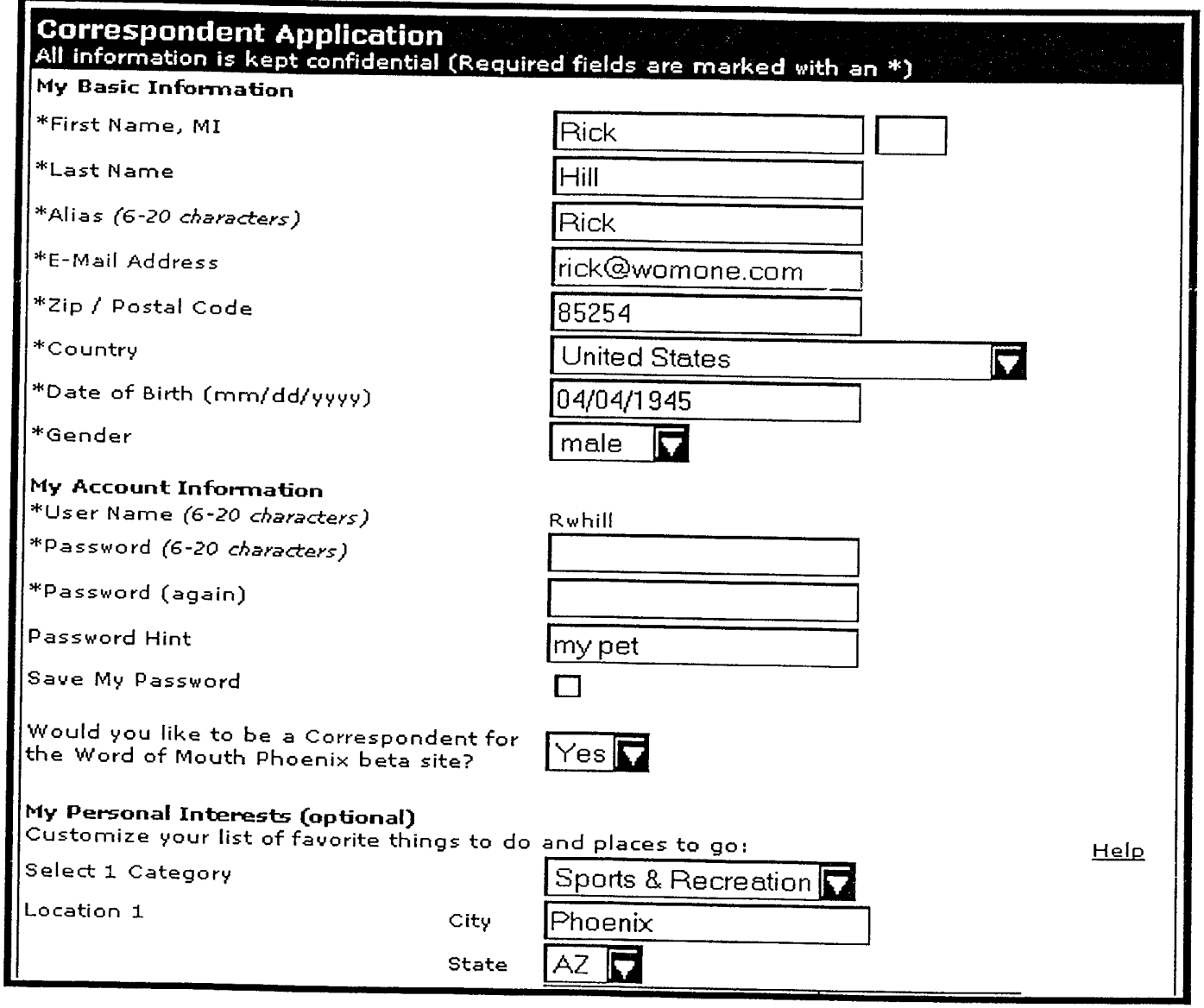
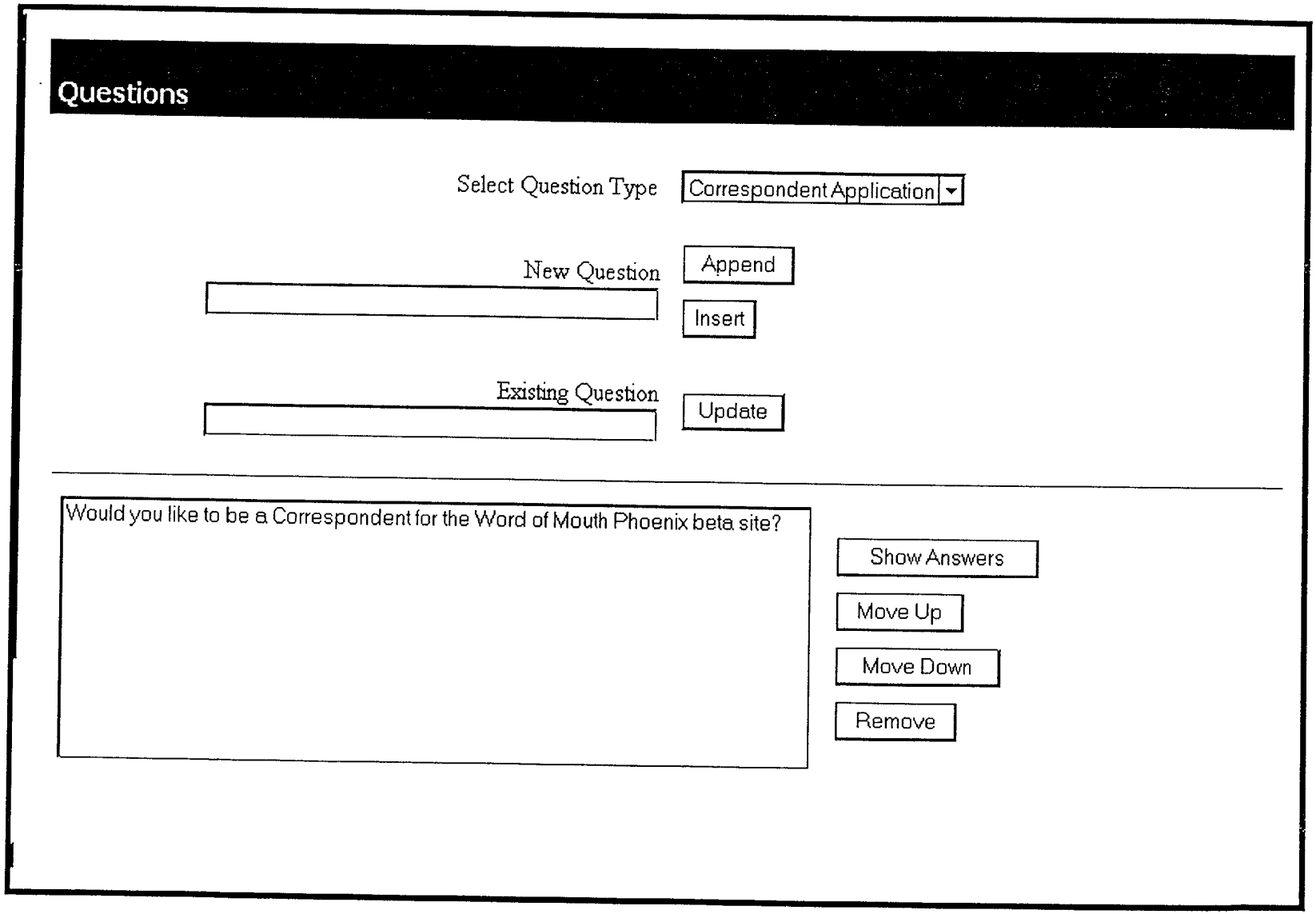

Correspondent Application
All information is kept confidential (Required fields are marked with an *)
My Basic Information
*First Name, MI
Rick
*Last Name
Hill
*Alias (6-20 characters)
Rick
*E-Mail Address
rick@womone.com
*Zip / Postal Code
85254
*Country
United States
*Date of Birth (mm/dd/yyyy)
04/04/1945
*Gender
male
My Account Information
*User Name (6-20 characters)
Rwhill
*Password (6-20 characters)
*Password (again)
Password Hint
my pet
Save My Password
Would you like to be a Correspondent for the Word of Mouth Phoenix beta site?
Yes
My Personal Interests (optional)
Customize your list of favorite things to do and places to go:
Help
Select 1 Category
Sports & Recreation
Location 1
City
Phoenix
State
AZ

FIG. 29


Questions
Select Question Type
Correspondent Application
New Question
Append
Insert
Existing Question
Update
Would you like to be a Correspondent for the Word of Mouth Phoenix beta site?
Show Answers
Move Up
Move Down
Remove

T0878P1 C28926S0

FIG. 30

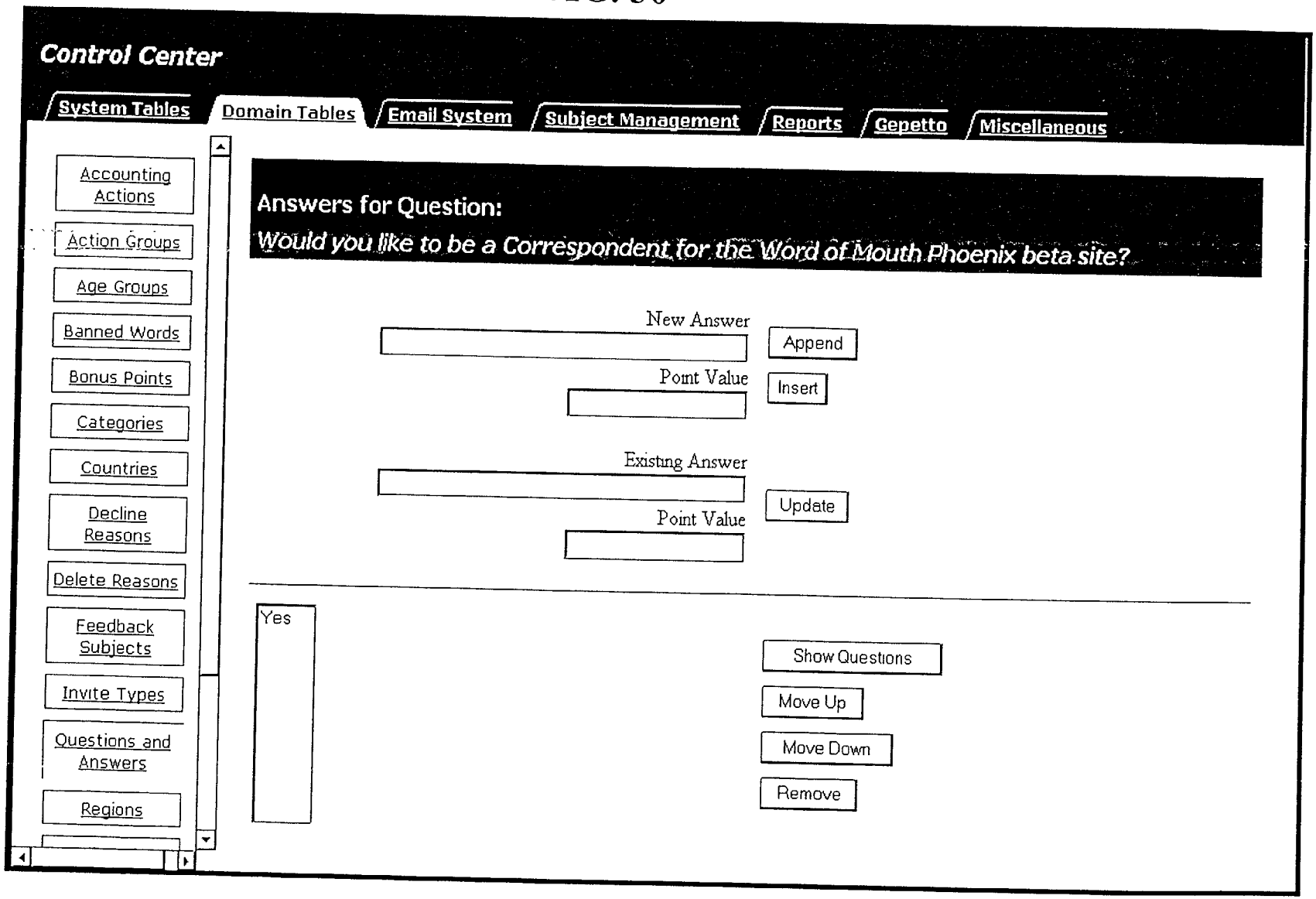


FIG. 31

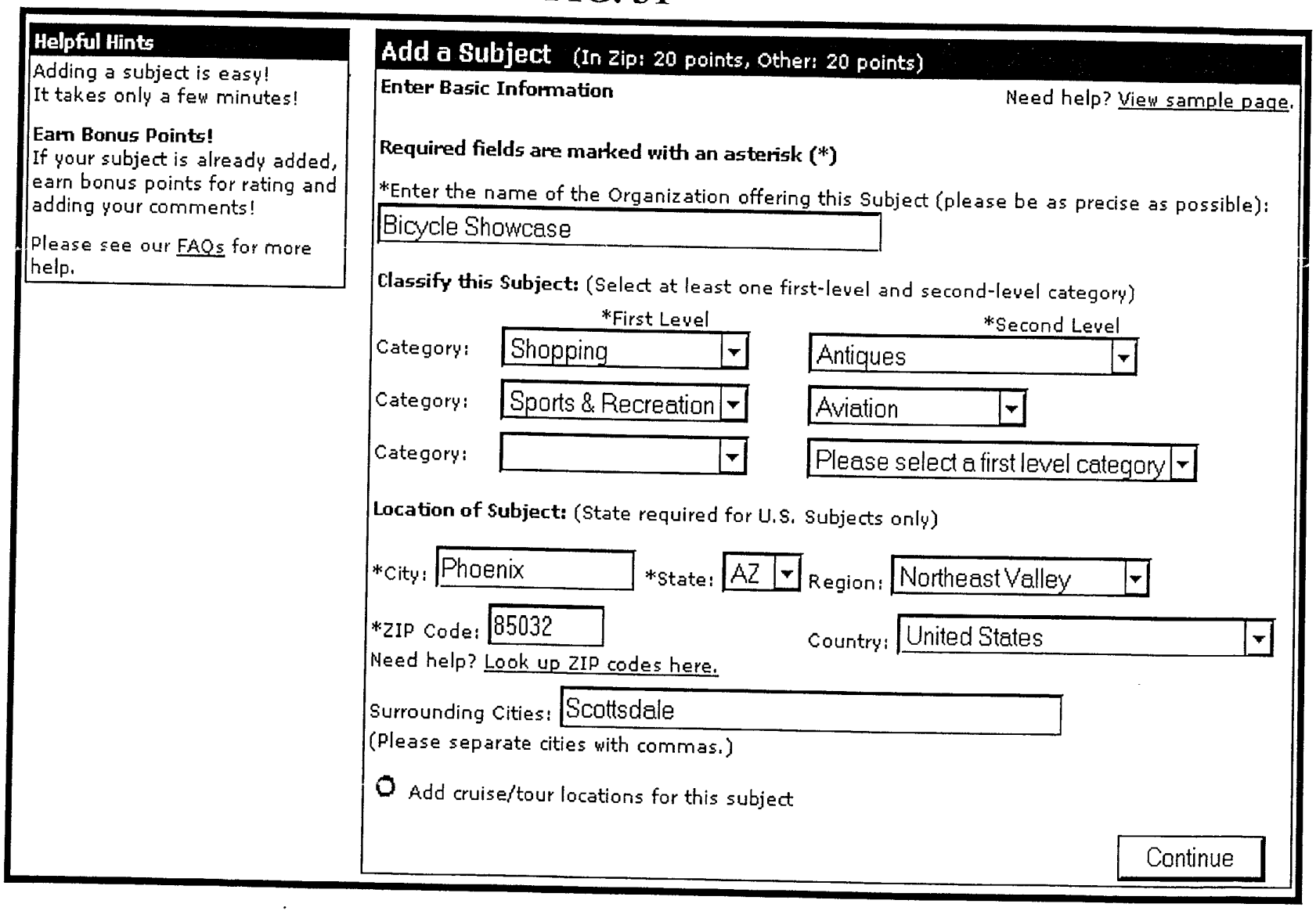
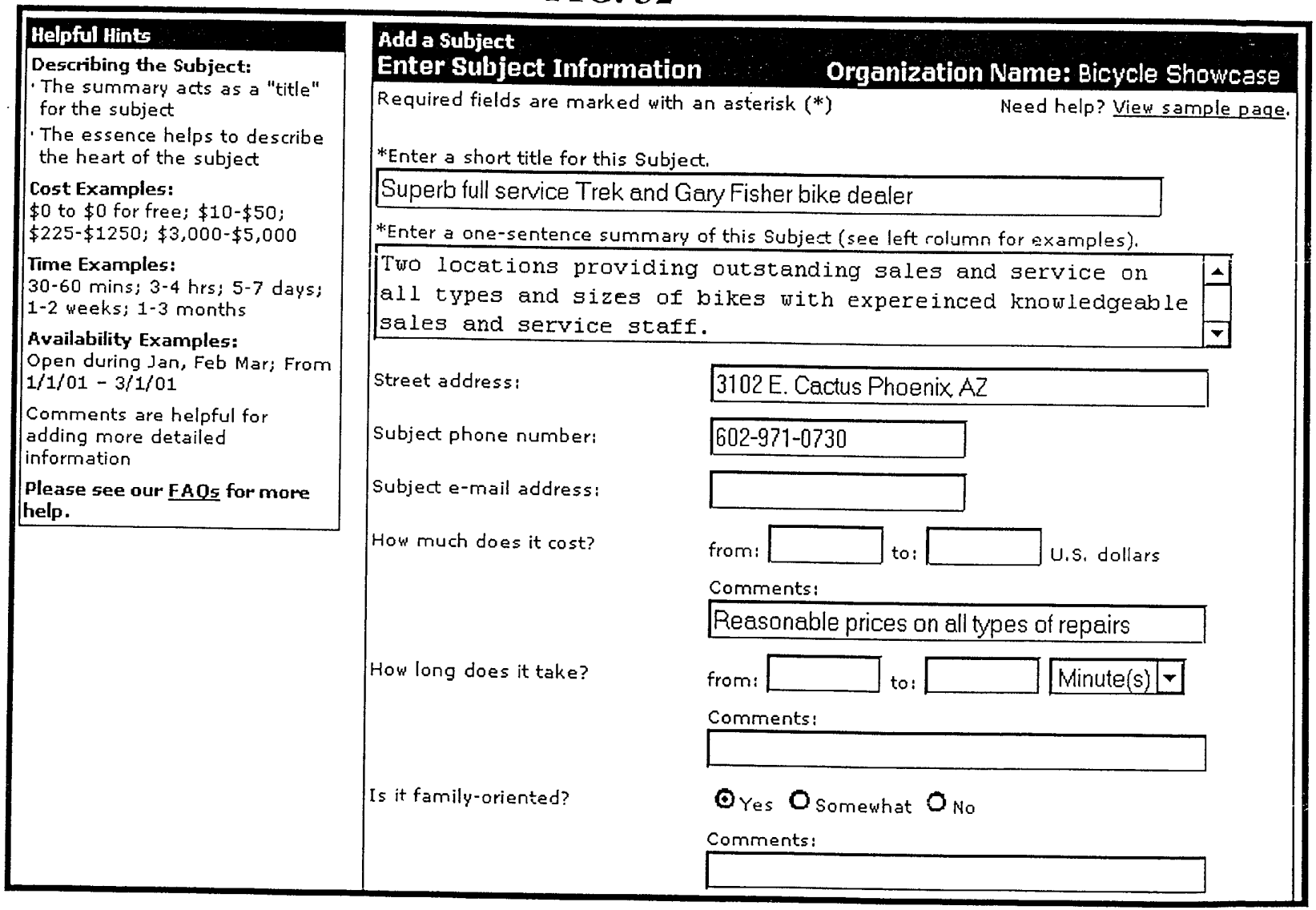

Helpful Hints
Adding a subject is easy!
It takes only a few minutes!
Earn Bonus Points!
If your subject is already added, earn bonus points for rating and adding your comments!
Please see our FAQs for more help.
Add a Subject (In Zip: 20 points, Other: 20 points)
Enter Basic Information
Need help? View sample page.
Required fields are marked with an asterisk (*)
*Enter the name of the Organization offering this Subject (please be as precise as possible):
Bicycle Showcase
Classify this Subject: (Select at least one first-level and second-level category)
*First Level
*Second Level
Category: Shopping
Antiques
Category: Sports & Recreation
Aviation
Category:
Please select a first level category
Location of Subject: (State required for U.S. Subjects only)
*City: Phoenix
*State: AZ
Region: Northeast Valley
*ZIP Code: 85032
Country: United States
Need help? Look up ZIP codes here.
Surrounding Cities: Scottsdale
(Please separate cities with commas.)
Add cruise/tour locations for this subject
Continue

FIG. 32



Helpful Hints

Describing the Subject:

- The summary acts as a "title" for the subject
- The essence helps to describe the heart of the subject

Cost Examples:
$0 to $0 for free; $10-$50; $225-$1250; $3,000-$5,000

Time Examples:
30-60 mins; 3-4 hrs; 5-7 days; 1-2 weeks; 1-3 months

Availability Examples:
Open during Jan, Feb Mar; From 1/1/01 - 3/1/01

Comments are helpful for adding more detailed information

Please see our FAQs for more help.

Add a Subject
Enter Subject Information **Organization Name:** Bicycle Showcase

Required fields are marked with an asterisk (*) Need help? View sample page.

*Enter a short title for this Subject.
Superb full service Trek and Gary Fisher bike dealer

*Enter a one-sentence summary of this Subject (see left column for examples).
Two locations providing outstanding sales and service on all types and sizes of bikes with expereinced knowledgeable sales and service staff.

Street address: 3102 E. Cactus Phoenix, AZ

Subject phone number: 602-971-0730

Subject e-mail address:

How much does it cost? from: to: U.S. dollars

Comments:
Reasonable prices on all types of repairs

How long does it take? from: to: Minute(s)

Comments:

Is it family-oriented? Yes Somewhat No

Comments:

FIG. 33

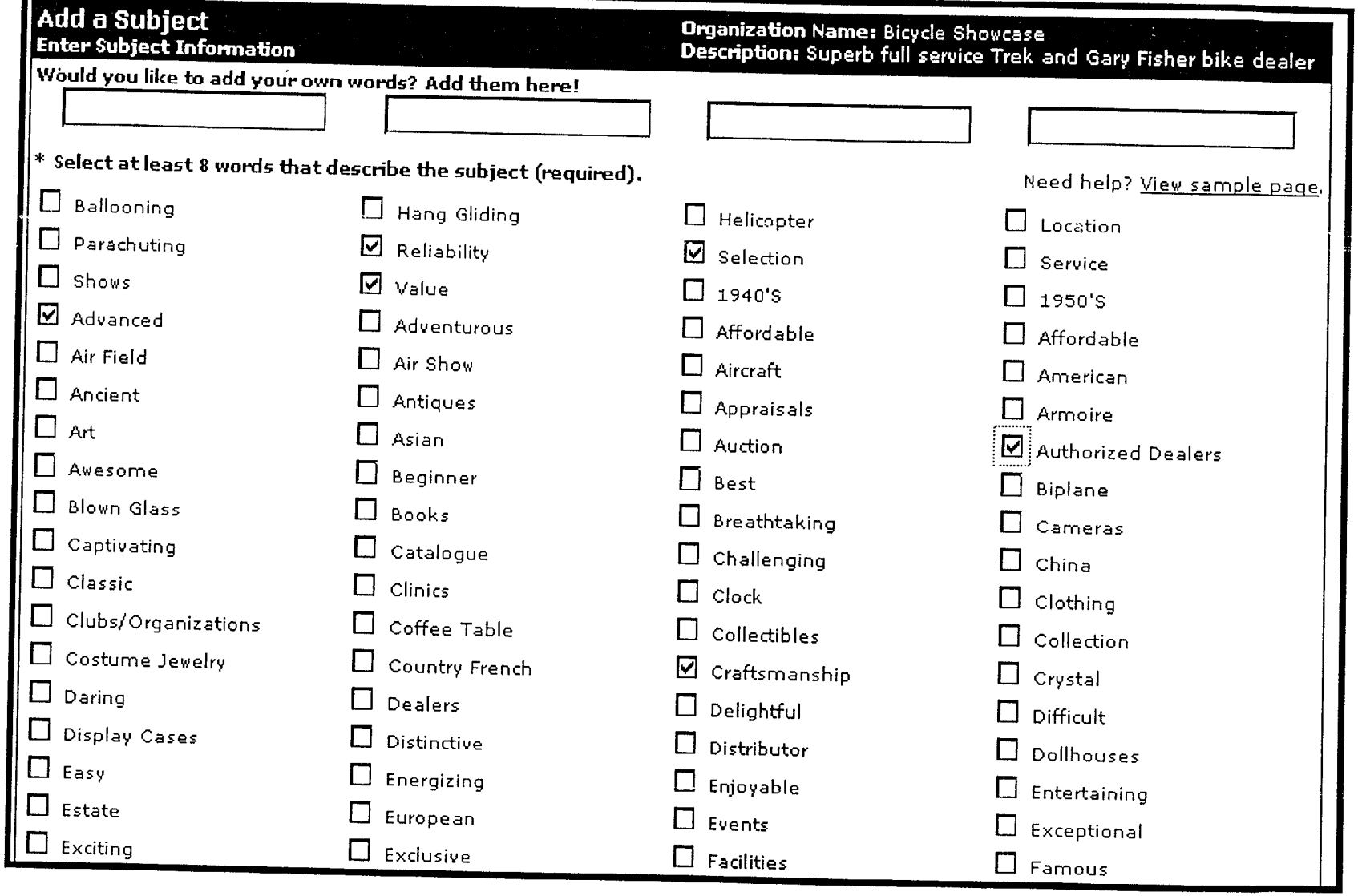

Add a Subject
Enter Subject Information
Organization Name: Bicycle Showcase
Description: Superb full service Trek and Gary Fisher bike dealer
Would you like to add your own words? Add them here!
* Select at least 8 words that describe the subject (required).
Need help? View sample page.
Ballooning
Parachuting
Shows
Advanced
Air Field
Ancient
Art
Awesome
Blown Glass
Captivating
Classic
Clubs/Organizations
Costume Jewelry
Daring
Display Cases
Easy
Estate
Exciting
Hang Gliding
Reliability
Value
Adventurous
Air Show
Antiques
Asian
Beginner
Books
Catalogue
Clinics
Coffee Table
Country French
Dealers
Distinctive
Energizing
European
Exclusive
Helicopter
Selection
1940'S
Affordable
Aircraft
Appraisals
Auction
Best
Breathtaking
Challenging
Clock
Collectibles
Craftsmanship
Delightful
Distributor
Enjoyable
Events
Facilities
Location
Service
1950'S
Affordable
American
Armoire
Authorized Dealers
Biplane
Cameras
China
Clothing
Collection
Crystal
Difficult
Dollhouses
Entertaining
Exceptional
Famous

FIG. 34

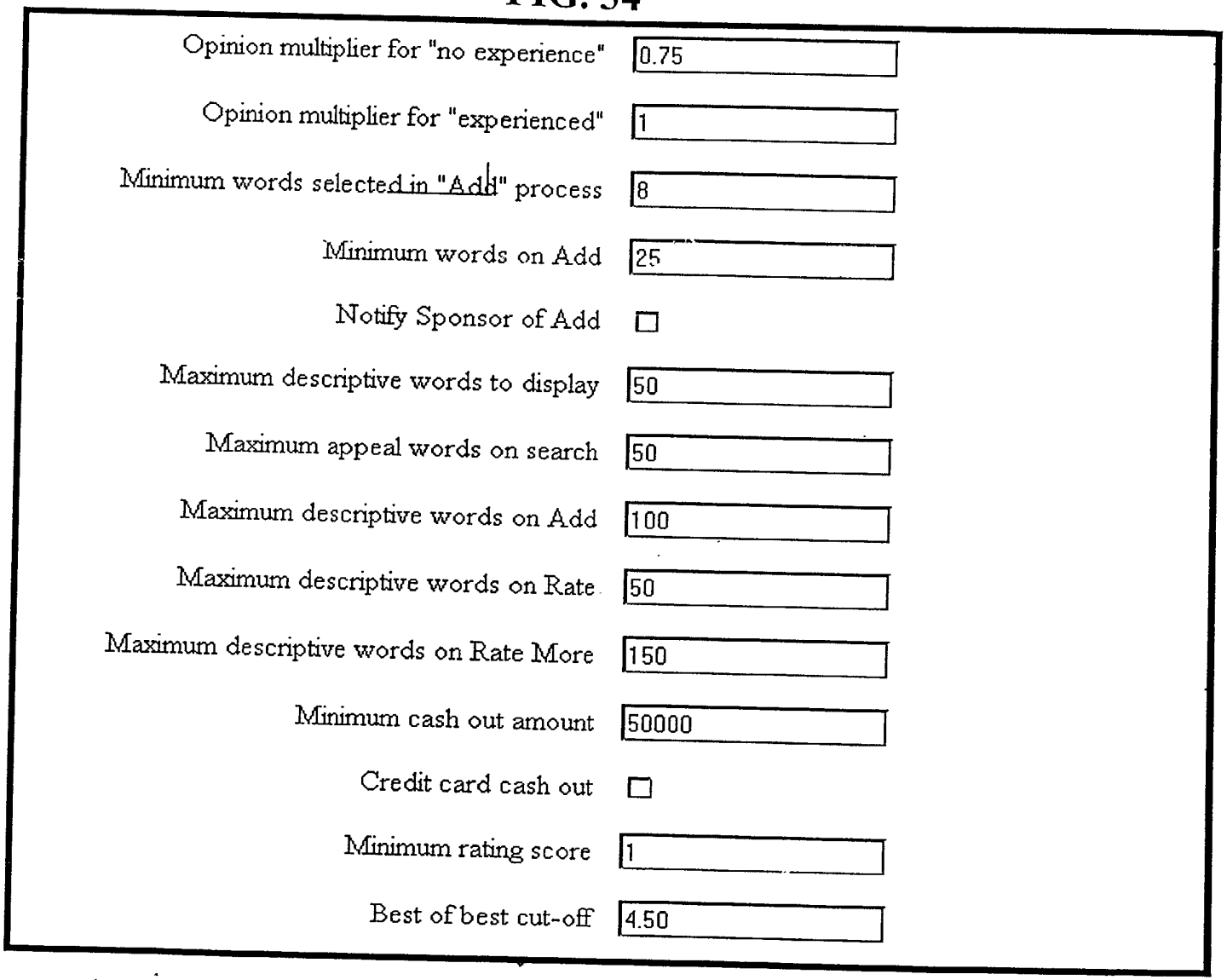

Opinion multiplier for "no experience"
0.75
Opinion multiplier for "experienced"
1
Minimum words selected in "Add" process
8
Minimum words on Add
25
Notify Sponsor of Add
Maximum descriptive words to display
50
Maximum appeal words on search
50
Maximum descriptive words on Add
100
Maximum descriptive words on Rate
50
Maximum descriptive words on Rate More
150
Minimum cash out amount
50000
Credit card cash out
Minimum rating score
1
Best of best cut-off
4.50

FIG. 35

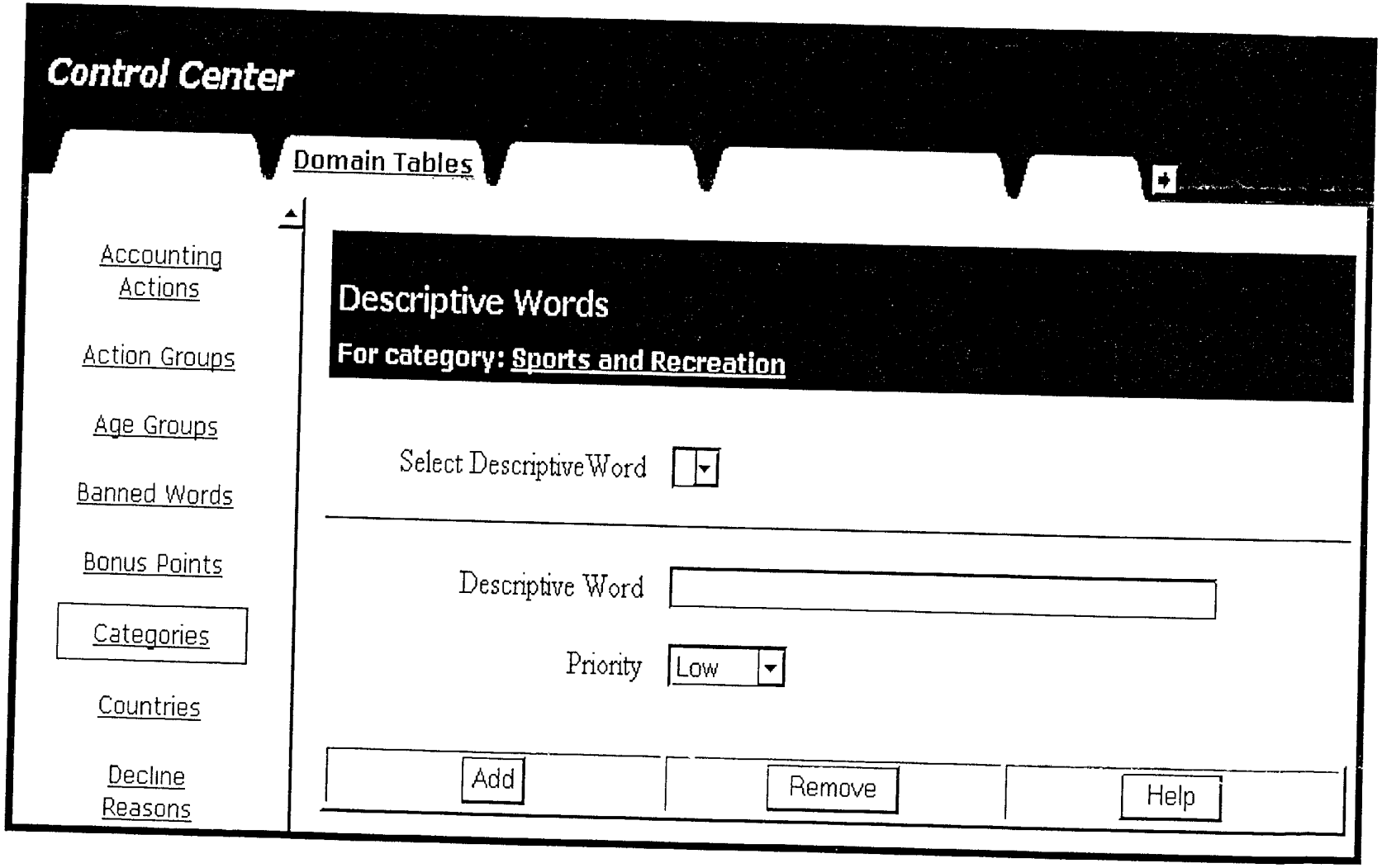

Control Center
Domain Tables
Accounting Actions
Action Groups
Age Groups
Banned Words
Bonus Points
Categories
Countries
Decline Reasons
Descriptive Words
For category: Sports and Recreation
Select Descriptive Word
Descriptive Word
Priority
Low
Add
Remove
Help

FIG. 36

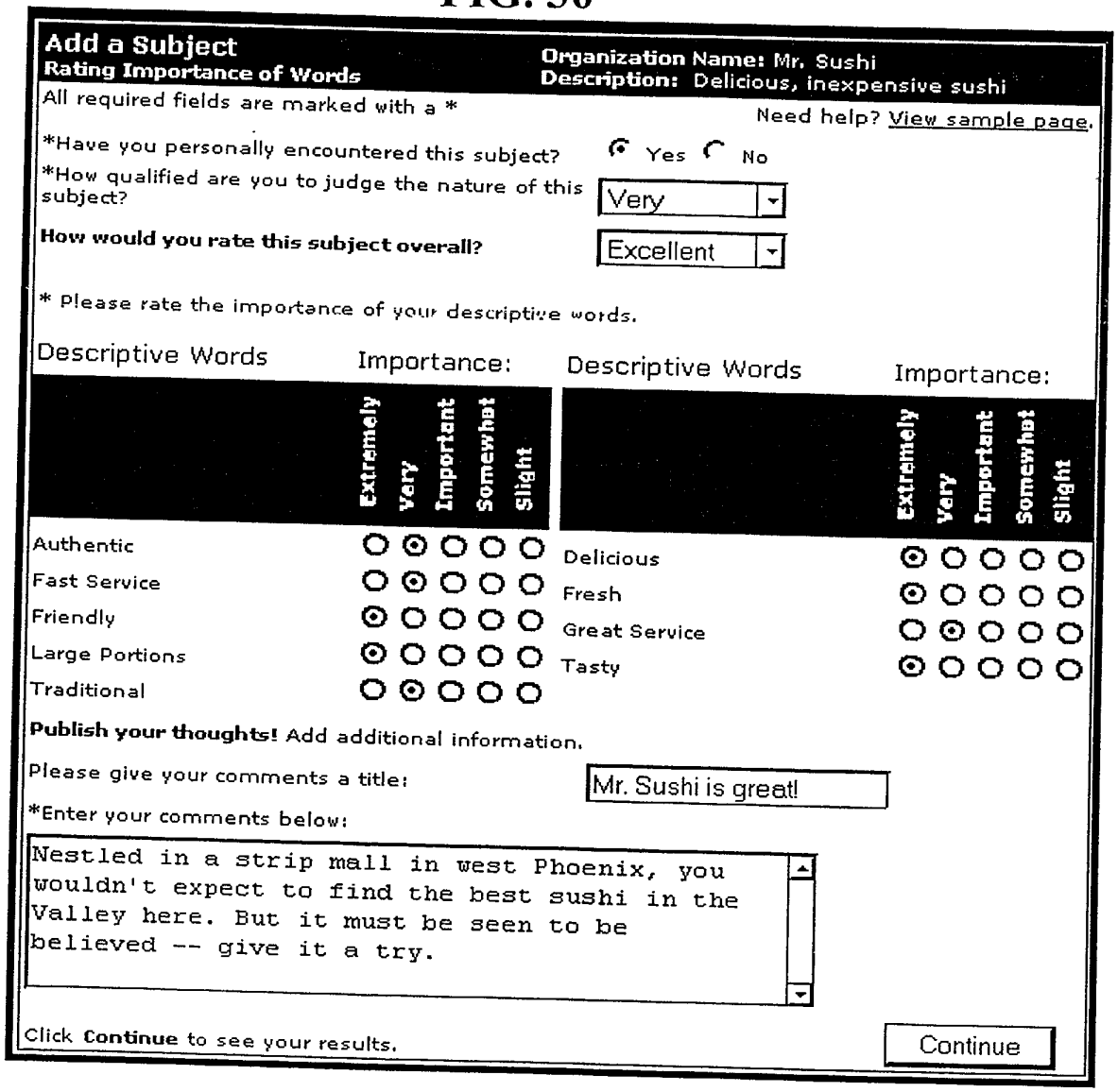
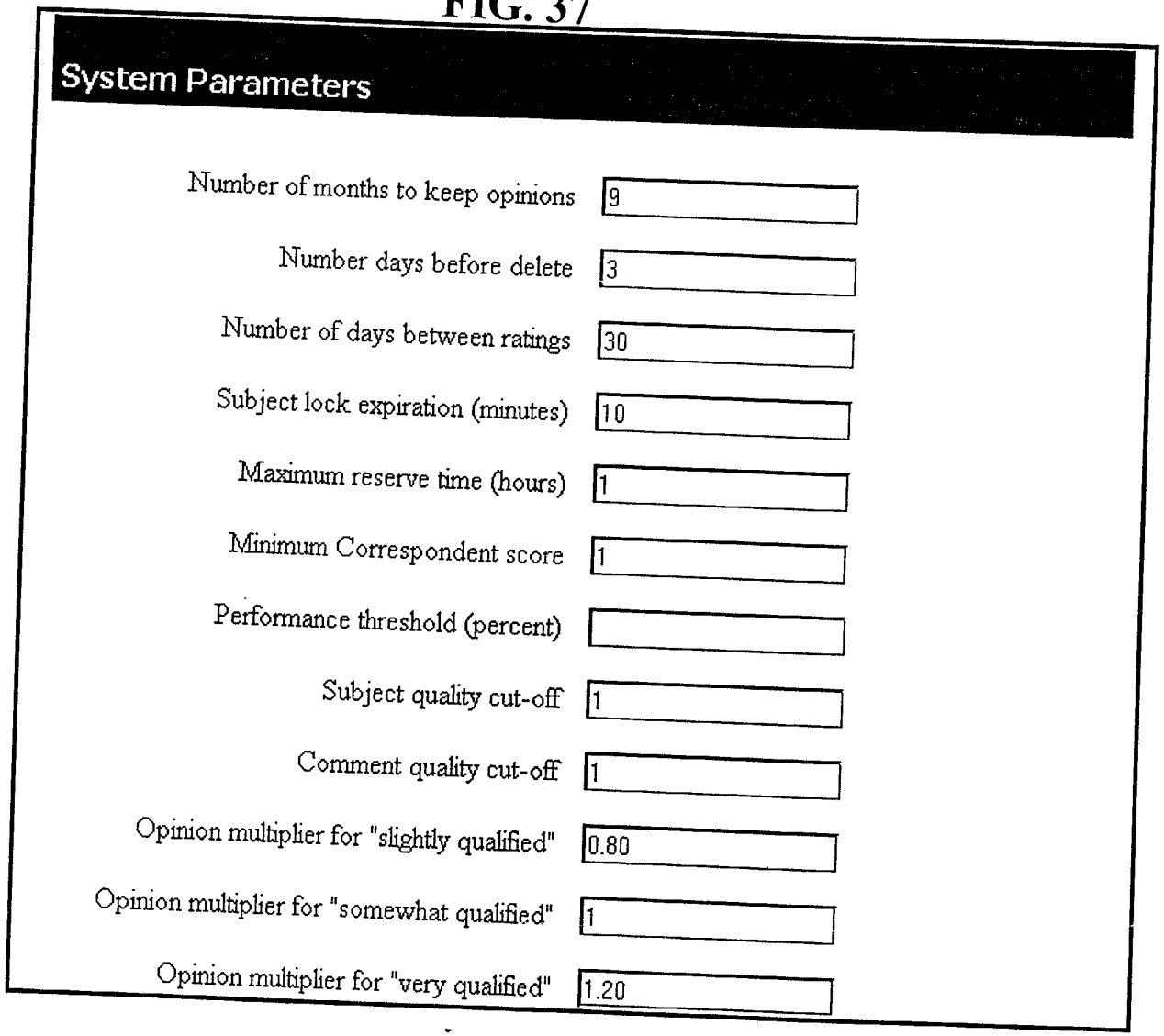

Add a Subject
Rating Importance of Words
Organization Name: Mr. Sushi
Description: Delicious, inexpensive sushi
All required fields are marked with a *
Need help? View sample page.
*Have you personally encountered this subject? Yes No
*How qualified are you to judge the nature of this subject? Very
How would you rate this subject overall? Excellent
* Please rate the importance of your descriptive words.
Descriptive Words
Importance:
Extremely
Very
Important
Somewhat
Slight
Authentic
Fast Service
Friendly
Large Portions
Traditional
Descriptive Words
Importance:
Extremely
Very
Important
Somewhat
Slight
Delicious
Fresh
Great Service
Tasty
Publish your thoughts! Add additional information.
Please give your comments a title: Mr. Sushi is great!
*Enter your comments below:
Nestled in a strip mall in west Phoenix, you wouldn't expect to find the best sushi in the Valley here. But it must be seen to be believed -- give it a try.
Click Continue to see your results.
Continue

FIG. 37


System Parameters
Number of months to keep opinions
9
Number days before delete
3
Number of days between ratings
30
Subject lock expiration (minutes)
10
Maximum reserve time (hours)
1
Minimum Correspondent score
1
Performance threshold (percent)
Subject quality cut-off
1
Comment quality cut-off
1
Opinion multiplier for "slightly qualified"
0.80
Opinion multiplier for "somewhat qualified"
1
Opinion multiplier for "very qualified"
1.20

T0CT20" E2828260

FIG. 38-A

421124

How would you describe this subject? (earn 5 points)

Descriptive Words	Importance						Descriptive Words	Importance					
	Extremely	Very	Important	Somewhat	Slight	Not Rated		Extremely	Very	Important	Somewhat	Slight	Not Rated
Accessories	○	○	○	○	○	◎	Helpful	○	○	○	○	○	◎
Bathing Suits	○	○	○	○	○	◎	Housewares	○	○	○	○	○	◎
Bicycling	○	○	○	○	○	◎	Huge Inventory	○	○	○	○	○	◎
Bmx	○	○	○	○	○	◎	Interior Design	○	○	○	○	○	◎
Children	○	○	○	○	○	◎	Knowledgeable	○	○	○	○	○	◎
Clothing	○	○	○	○	○	◎	Large Sizes	○	○	○	○	○	◎
Coffee Table	○	○	○	○	○	◎	Location	○	○	○	○	○	◎
Collectibles	○	○	○	○	○	◎	Memory Albums	○	○	○	○	○	◎
Collection	○	○	○	○	○	◎	Novelty	○	○	○	○	○	◎
Competitive	○	○	○	○	○	◎	Off Road	○	○	○	○	○	◎

FIG. 38-B

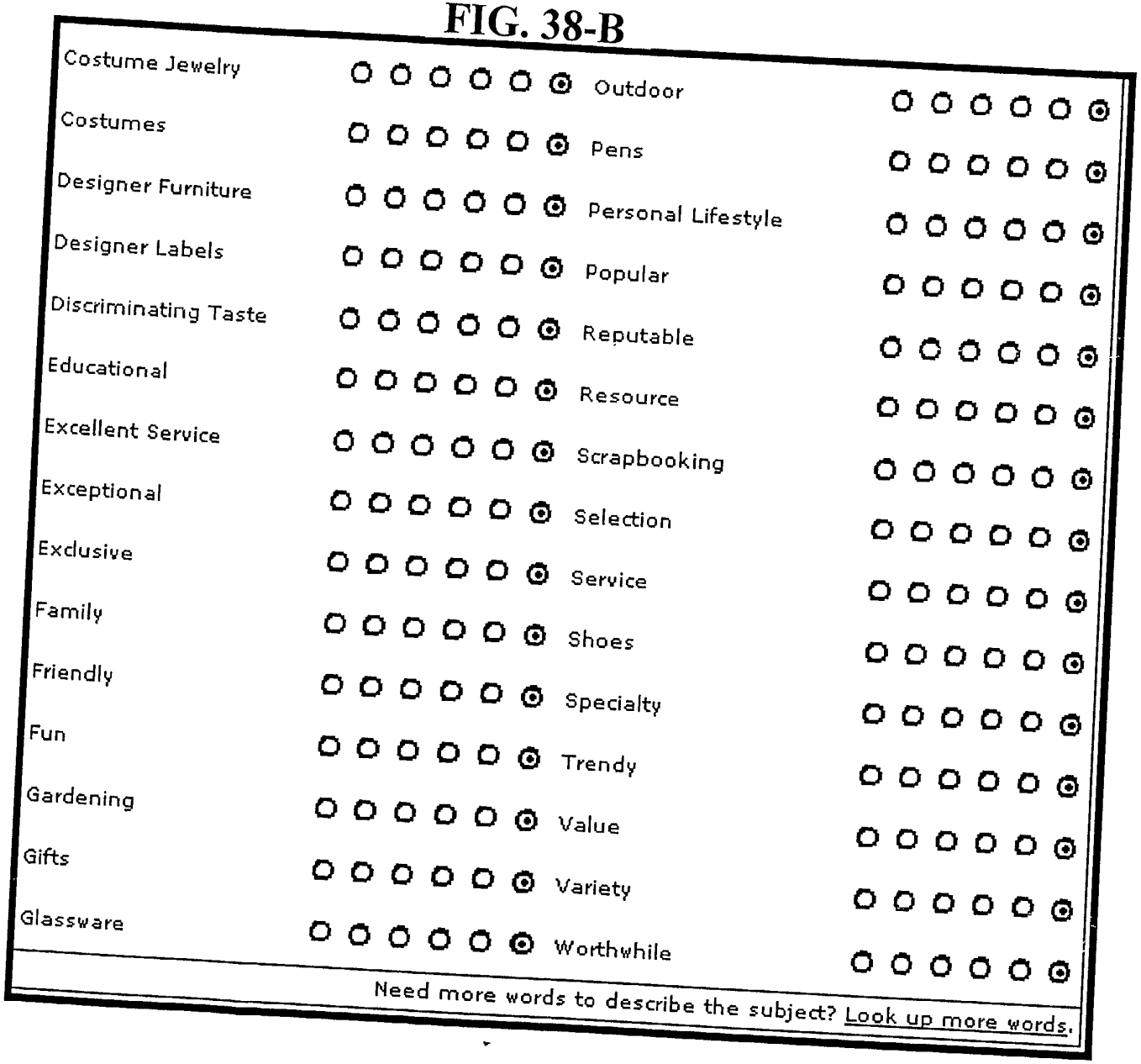

Costume Jewelry
Costumes
Designer Furniture
Designer Labels
Discriminating Taste
Educational
Excellent Service
Exceptional
Exclusive
Family
Friendly
Fun
Gardening
Gifts
Glassware
Outdoor
Pens
Personal Lifestyle
Popular
Reputable
Resource
Scrapbooking
Selection
Service
Shoes
Specialty
Trendy
Value
Variety
Worthwhile
Need more words to describe the subject? Look up more words.

FIG. 39

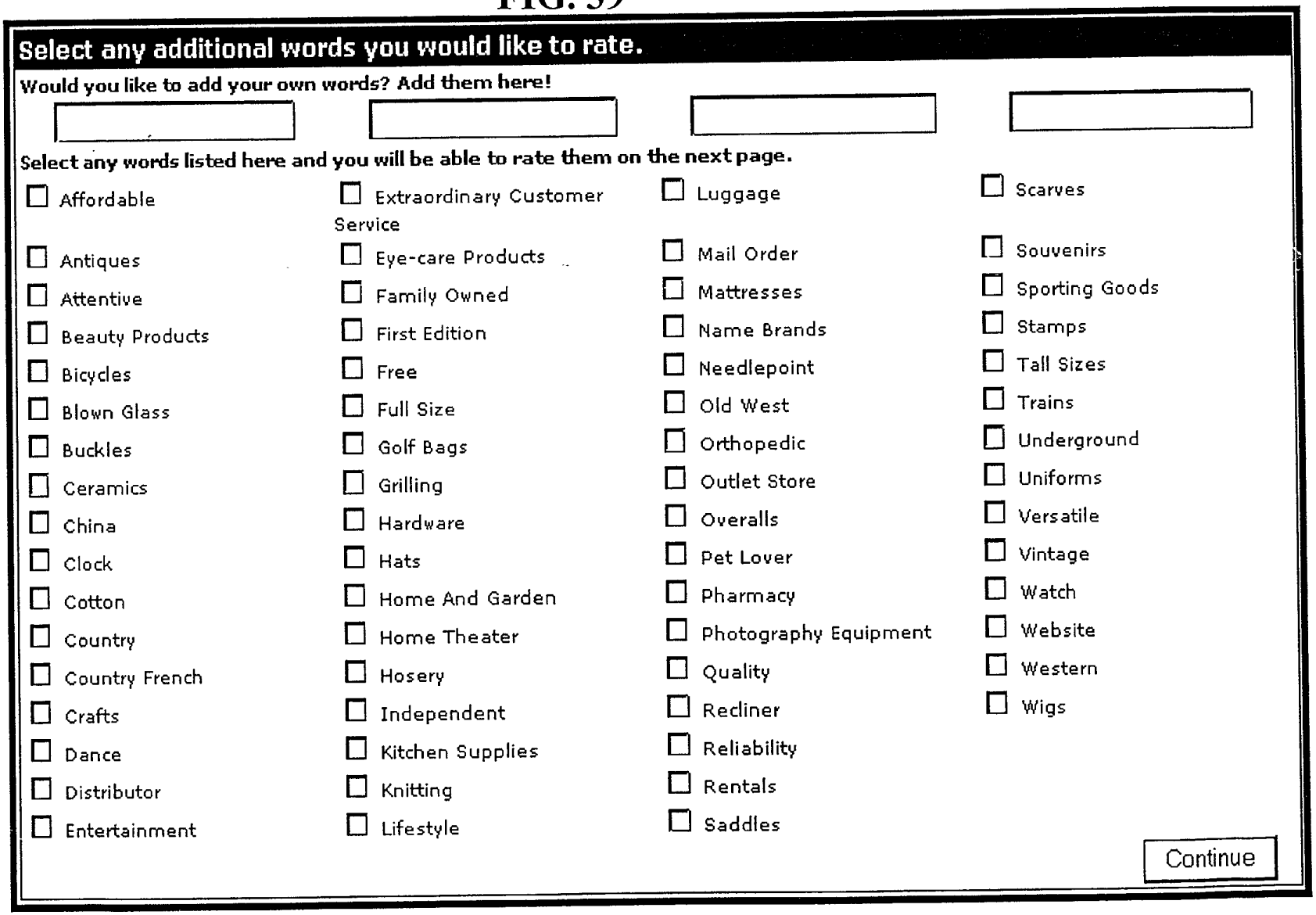
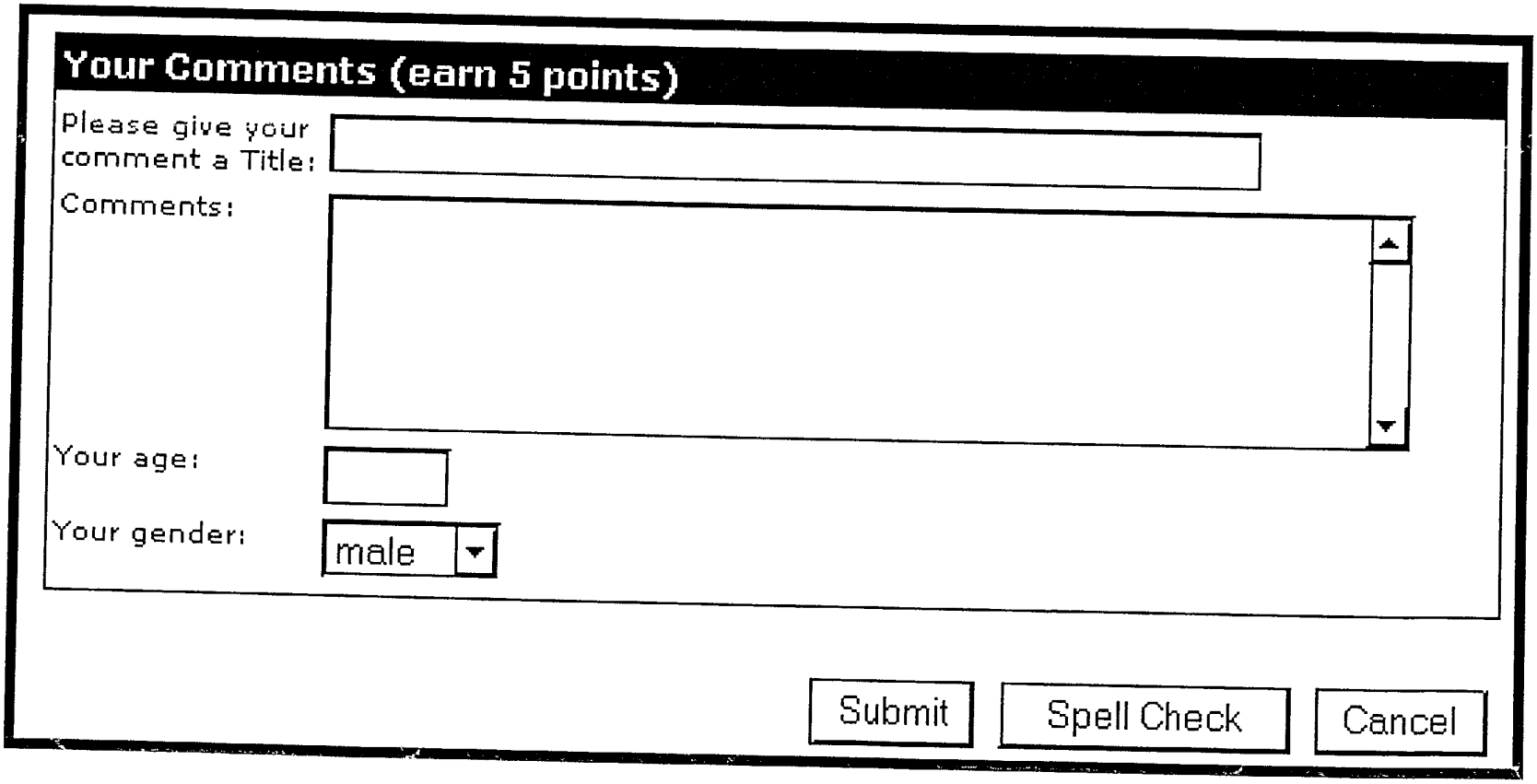

Select any additional words you would like to rate.
Would you like to add your own words? Add them here!
Select any words listed here and you will be able to rate them on the next page.
Affordable
Antiques
Attentive
Beauty Products
Bicycles
Blown Glass
Buckles
Ceramics
China
Clock
Cotton
Country
Country French
Crafts
Dance
Distributor
Entertainment
Extraordinary Customer Service
Eye-care Products
Family Owned
First Edition
Free
Full Size
Golf Bags
Grilling
Hardware
Hats
Home And Garden
Home Theater
Hosery
Independent
Kitchen Supplies
Knitting
Lifestyle
Luggage
Mail Order
Mattresses
Name Brands
Needlepoint
Old West
Orthopedic
Outlet Store
Overalls
Pet Lover
Pharmacy
Photography Equipment
Quality
Recliner
Reliability
Rentals
Saddles
Scarves
Souvenirs
Sporting Goods
Stamps
Tall Sizes
Trains
Underground
Uniforms
Versatile
Vintage
Watch
Website
Western
Wigs
Continue

FIG. 40


Your Comments (earn 5 points)
Please give your comment a Title:
Comments:
Your age:
Your gender:
male
Submit
Spell Check
Cancel

T00720" E2828260

FIG. 41-A

Add a Subject
Preview your Subject

Organization Name: Bicycle Showcase
Description: Superb full service Trek and Gary Fisher bike dealer

Congratulations! This is how your subject will be viewed once approved!

Click "Approve" to submit, or use the "Edit" buttons to make changes.

Approve

Superb full service Trek and Gary Fisher bike dealer Edit Bicycle Showcase Edit
602-971-0730
3102 E. Cactus Phoenix, AZ
Edit
Phoenix, AZ 85032 United States Edit
Northeast Valley

Description Edit
Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff

Information Provided By Our Users

Member Ratings(1) Edit	
Overall Rating	
Important Words	
Bicycling (1)	**5.00**
Bmx (1)	**5.00**
Competitive (1)	**5.00**
Knowledgeable (1)	**5.00**
Location (1)	**5.00**

Estimated Time:	Edit
Estimated Cost:	
Family Oriented:	**Yes**
Availability:	**All Year**
View details...	

Comments(1)
Edit

12/21/00	Great Selection for All Levels

FIG. 41-B

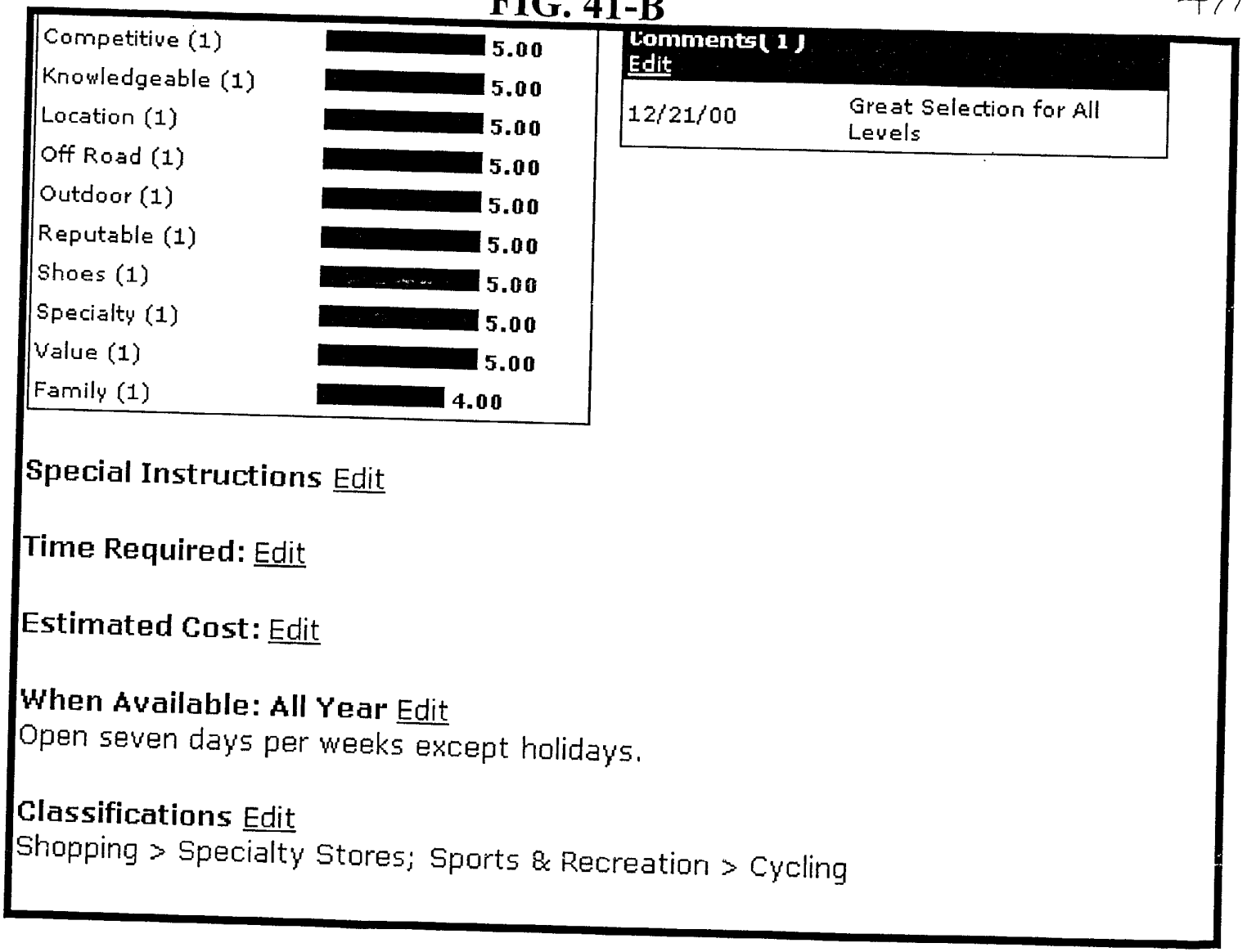

Competitive (1) 5.00
Knowledgeable (1) 5.00
Location (1) 5.00
Off Road (1) 5.00
Outdoor (1) 5.00
Reputable (1) 5.00
Shoes (1) 5.00
Specialty (1) 5.00
Value (1) 5.00
Family (1) 4.00
Comments(1)
Edit
12/21/00 Great Selection for All Levels
Special Instructions Edit
Time Required: Edit
Estimated Cost: Edit
When Available: All Year Edit
Open seven days per weeks except holidays.
Classifications Edit
Shopping > Specialty Stores; Sports & Recreation > Cycling

FIG. 42

Add your rating, click on the subject below!

Page 1 of 1 << Previous 1 Next >>
Didn't find what you were looking for? **Add it now!**

Click here to try a ***new search*** or ***refine your search***.

Summary/Location	Top Rated Words				
Hike, Bike, Blade A 12 mile Greenbelt of interconnected Parks on Indian Bend from Shea to McKellips. You can even go all the way to Tempe town lake **Indian Bend Wash** Scottsdale, AZ 85254 United States	Adventure Biking Trails Fun	5.00 5.00 5.00	Bicycling Children Pets Welcome	5.00 5.00 5.00	
Superb full service Trek and Gary Fisher bike dealer Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff **Bicycle Showcase** Phoenix, AZ 85032 United States , Northeast Valley	Bicycling Competitive Outdoor	5.00 5.00 5.00	Bmx Location Shoes	5.00 5.00 5.00	More Info
Mountain bike through Thunderbird Park Ride your mountain bike on the desert trails through Thunderbird Park **Glendale Bicycle Program** Glendale, AZ 85301 United States , Northwest Valley	Biking Free Great Workout	5.00 5.00 5.00	Enjoyable Great Location/place Trails	5.00 5.00 5.00	
Great Bike Ride If you're not into centuries(100 miles for non bikers) or just want a nice 15 -20 mile ride, try around the new Tempe Town Lake and Scottsdale Park. **City of Tempe** Tempe, AZ 85283 United States	Bicycling Great Location/place Great Workout	5.00 5.00 5.00	Facilities Free Beginner	5.00 5.00 4.00	
Hilly and Popular Bike Ride If you think Phoenix is all flat and you either want the challenge of a hiily ride or are trying to get in shape-try Bartlett Lake. **City of Carefree** Carefree, AZ 85254 United States	Bicycling Demanding Free	5.00 5.00 5.00	Challenging Great Workout Desert	5.00 5.00 4.00	

Page 1 of 1 << Previous 1 Next >>

T30T20 22220260

FIG. 43-A

Mountain bike through Thunderbird Park

Glendale Bicycle Program
(623) 930-2940

Glendale, AZ 85301 United States
Northwest Valley

Added 01/04/01 by member Chess Nut Roasting

Add to My Favorites
Suggest Improvements
Address/Phone Look-up
Print a Rating-To-Go form
Email this listing to a friend

Description

Ride your mountain bike on the desert trails through Thunderbird Park

Information Provided By Our Users

Member Ratings	Add Your Rating
Overall Ratings (1)	★★★★★
Important Words	
Biking (1)	**5.00**
Enjoyable (1)	**5.00**
Free (1)	**5.00**
Great Location/place (1)	**5.00**
Great Workout (1)	**5.00**
Trails (1)	**5.00**
Hiking (1)	**5.00**
Inexpensive (1)	**5.00**
Off Road (1)	**4.00**
Views (1)	**4.00**

Estimated Time:	**30 min to 90 min**
Estimated Cost:	**Free**
Family Oriented:	**Somewhat**
Availability:	**All Year**

View details...

Comments(1)	Add Your Comment!
	Great fun for mountain bikers!

FIG. 43-B

Special Instructions
For more information contact Susan Bookspan Bicycle Program, Room 333 5850 W Glendale AVE Glendale, AZ 85301

Time Required: 30 min to 90 min

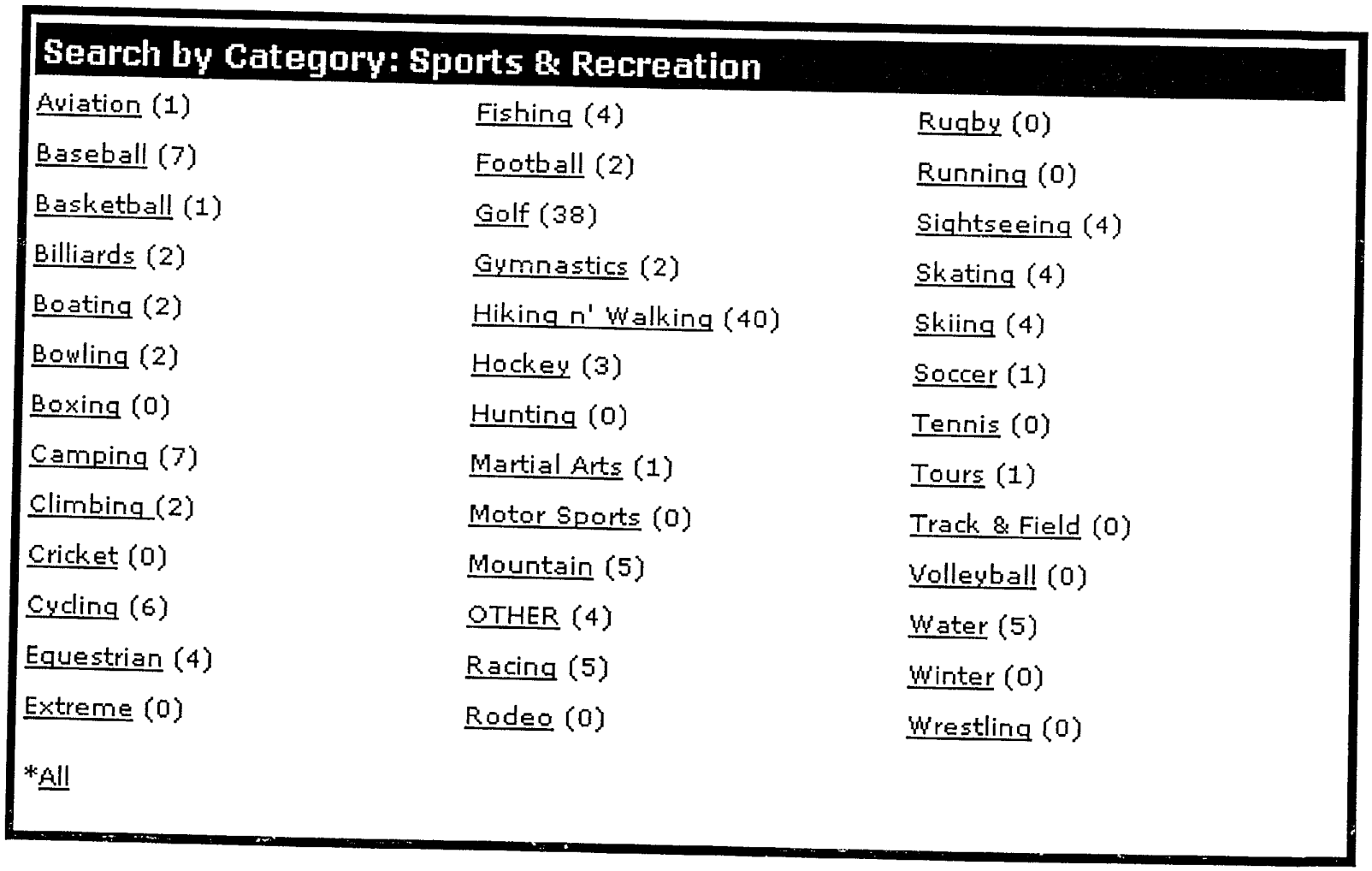
Estimated Cost: $0-0
Free

Family Oriented: Somewhat

When Available: All Year

Classifications
Sports & Recreation > Cycling; Sports & Recreation > Mountain

FIG. 44



Search by Category: Sports & Recreation

Aviation (1)
Baseball (7)
Basketball (1)
Billiards (2)
Boating (2)
Bowling (2)
Boxing (0)
Camping (7)
Climbing (2)
Cricket (0)
Cycling (6)
Equestrian (4)
Extreme (0)
Fishing (4)
Football (2)
Golf (38)
Gymnastics (2)
Hiking n' Walking (40)
Hockey (3)
Hunting (0)
Martial Arts (1)
Motor Sports (0)
Mountain (5)
OTHER (4)
Racing (5)
Rodeo (0)
Rugby (0)
Running (0)
Sightseeing (4)
Skating (4)
Skiing (4)
Soccer (1)
Tennis (0)
Tours (1)
Track & Field (0)
Volleyball (0)
Water (5)
Winter (0)
Wrestling (0)

*All

FIG. 45-A

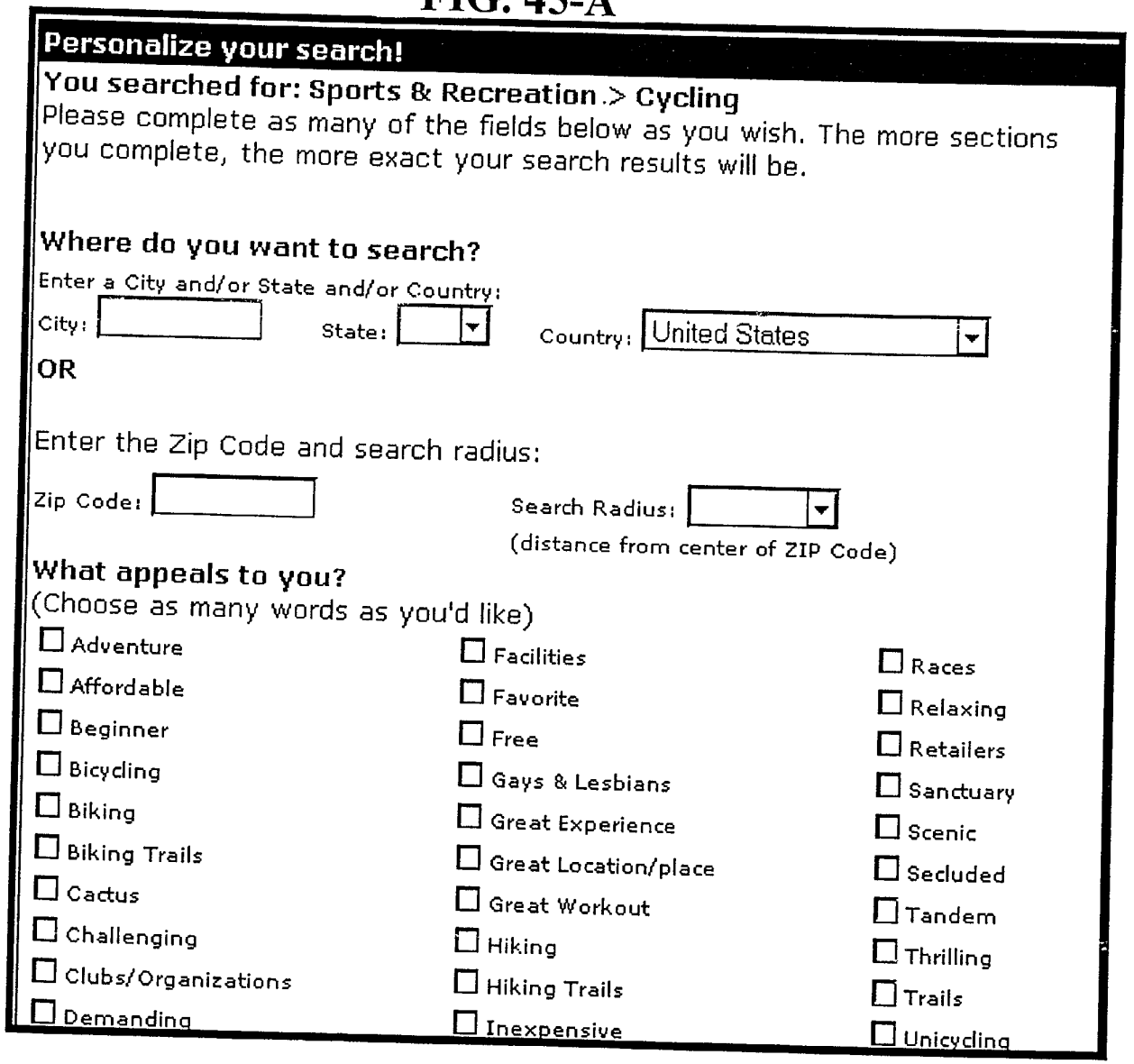

Personalize your search!
You searched for: Sports & Recreation > Cycling
Please complete as many of the fields below as you wish. The more sections you complete, the more exact your search results will be.
Where do you want to search?
Enter a City and/or State and/or Country:
City:
State:
Country: United States
OR
Enter the Zip Code and search radius:
Zip Code:
Search Radius:
(distance from center of ZIP Code)
What appeals to you?
(Choose as many words as you'd like)
Adventure
Affordable
Beginner
Bicycling
Biking
Biking Trails
Cactus
Challenging
Clubs/Organizations
Demanding
Facilities
Favorite
Free
Gays & Lesbians
Great Experience
Great Location/place
Great Workout
Hiking
Hiking Trails
Inexpensive
Races
Relaxing
Retailers
Sanctuary
Scenic
Secluded
Tandem
Thrilling
Trails
Unicycling

FIG. 45-B

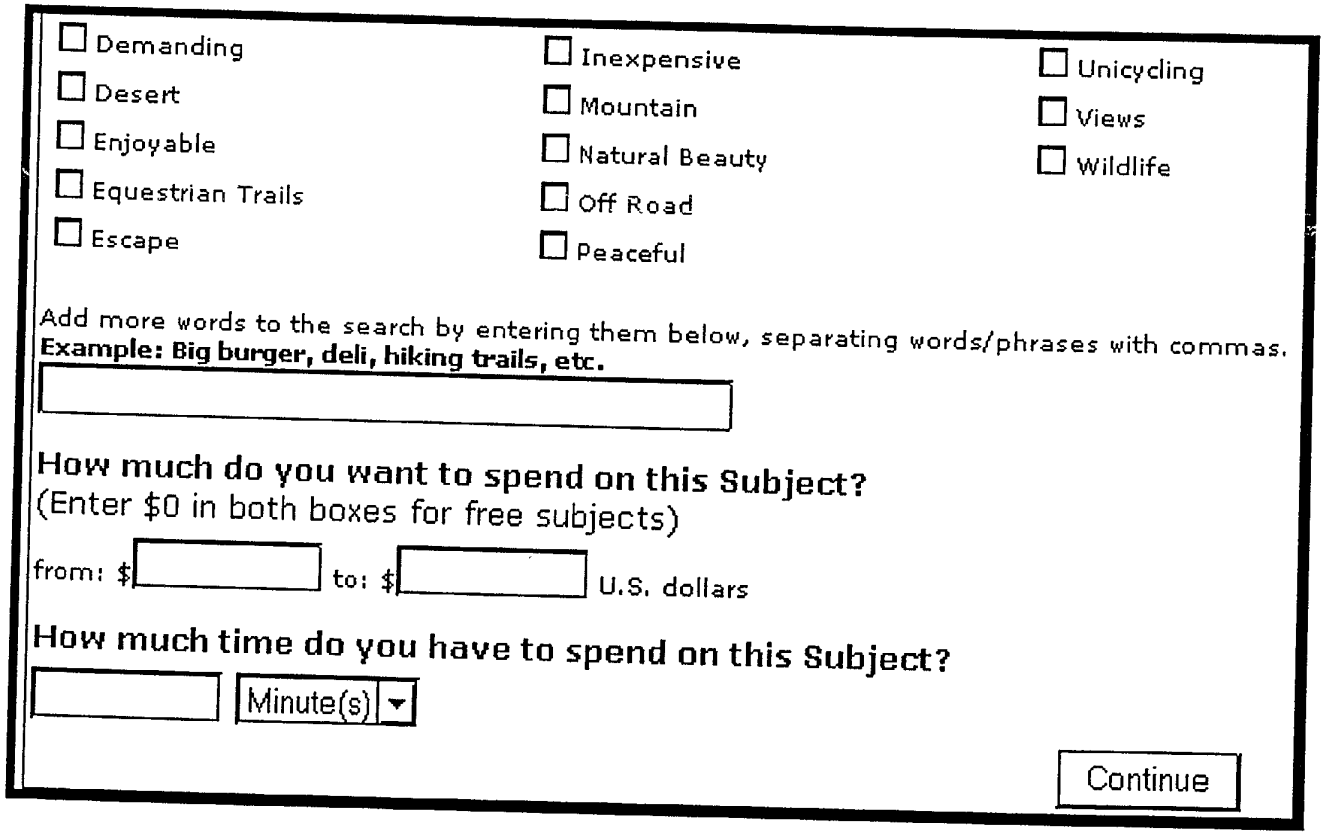

Demanding
Desert
Enjoyable
Equestrian Trails
Escape
Inexpensive
Mountain
Natural Beauty
Off Road
Peaceful
Unicycling
Views
Wildlife
Add more words to the search by entering them below, separating words/phrases with commas.
Example: Big burger, deli, hiking trails, etc.
How much do you want to spend on this Subject?
(Enter $0 in both boxes for free subjects)
from: $
to: $
U.S. dollars
How much time do you have to spend on this Subject?
Minute(s)
Continue

FIG. 46

What appeals to you?
(Choose as many words as you'd like)

- ☐ Adventure
- ☐ Affordable
- ☐ Beginner
- ☐ Bicycling
- ☐ Biking
- ☐ Biking Trails
- ☐ Cactus
- ☐ Challenging
- ☐ Clubs/Organizations
- ☐ Demanding
- ☐ Desert
- ☐ Enjoyable
- ☐ Equestrian Trails
- ☐ Escape
- ☐ Facilities
- ☐ Favorite
- ☐ Free
- ☐ Gays & Lesbians
- ☐ Great Experience
- ☐ Great Location/place
- ☐ Great Workout
- ☐ Hiking
- ☐ Hiking Trails
- ☐ Inexpensive
- ☐ Mountain
- ☐ Natural Beauty
- ☐ Off Road
- ☐ Peaceful
- ☐ Races
- ☐ Relaxing
- ☐ Retailers
- ☐ Sanctuary
- ☐ Scenic
- ☐ Secluded
- ☐ Tandem
- ☐ Thrilling
- ☐ Trails
- ☐ Unicycling
- ☐ Views
- ☐ Wildlife

Add more words to the search by entering them below, separating words/phrases with commas.
Example: Big burger, deli, hiking trails, etc.

FIG. 47

Speak your mind!
· Earn cash & prizes
· Share your advice
· Publish your ideas
· Recommend a favorite
· Rate a Subject
Join now!
Add your 2 cents!
Add your 2 cents to this subject.
Click here.
Sponsor this Subject
Find out how Word of Mouth can help your business.
Become a Sponsor!
Would you like the organization to offer more information?
Yes

FIG. 48-A

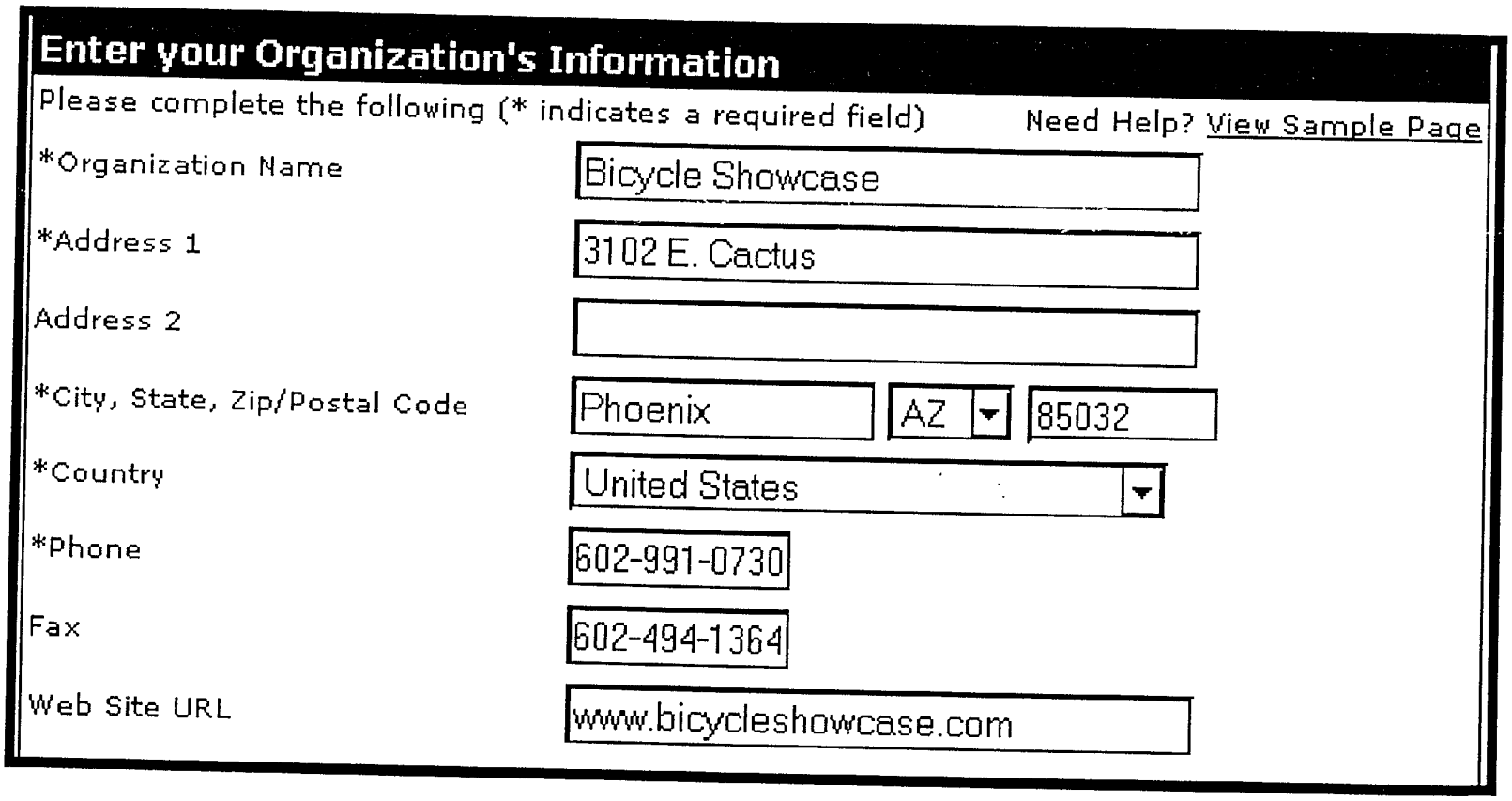

Enter your Organization's Information
Please complete the following (* indicates a required field)
Need Help? View Sample Page
*Organization Name
Bicycle Showcase
*Address 1
3102 E. Cactus
Address 2
*City, State, Zip/Postal Code
Phoenix
AZ
85032
*Country
United States
*Phone
602-991-0730
Fax
602-494-1364
Web Site URL
www.bicycleshowcase.com

FIG. 48-B

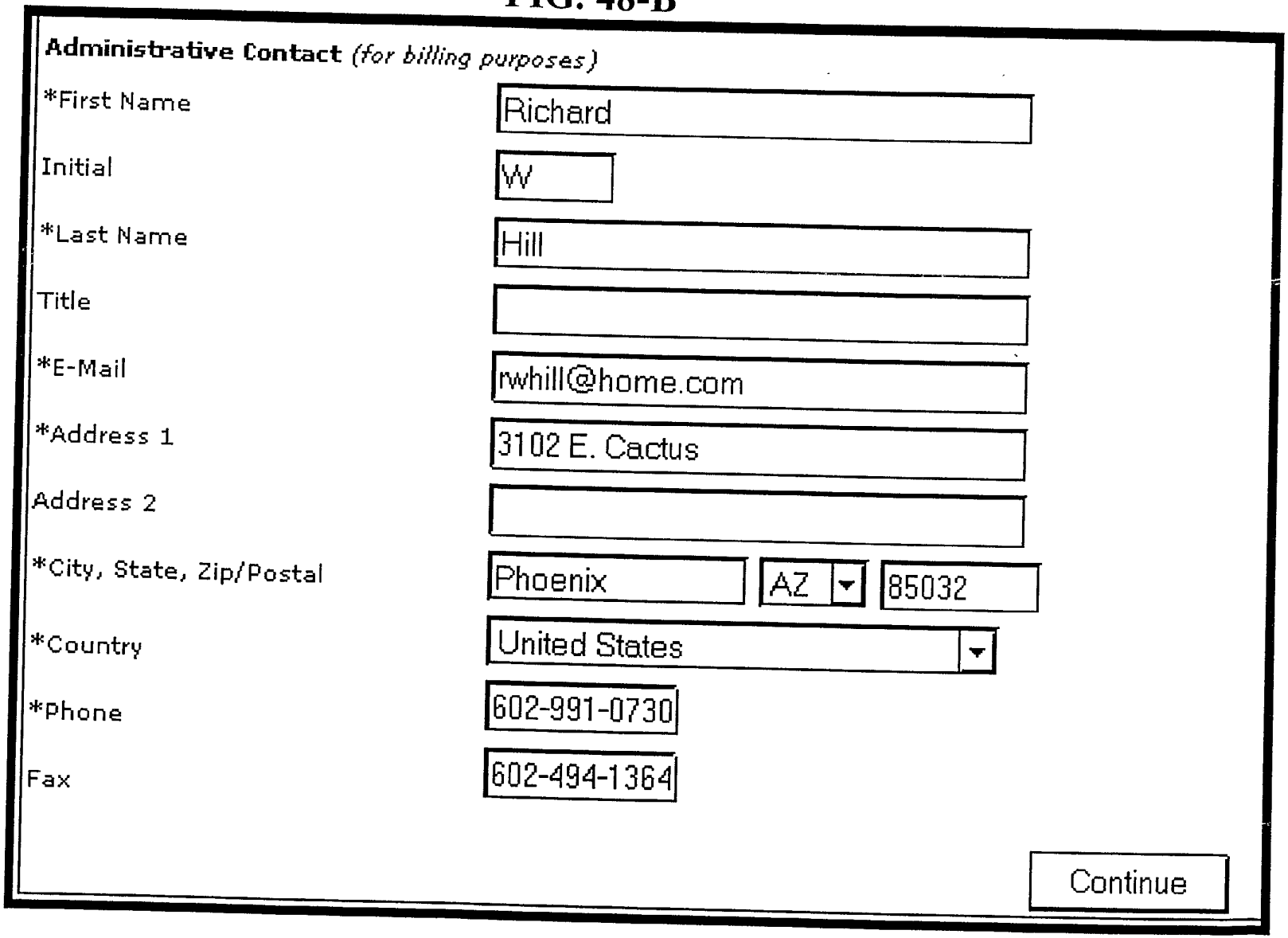
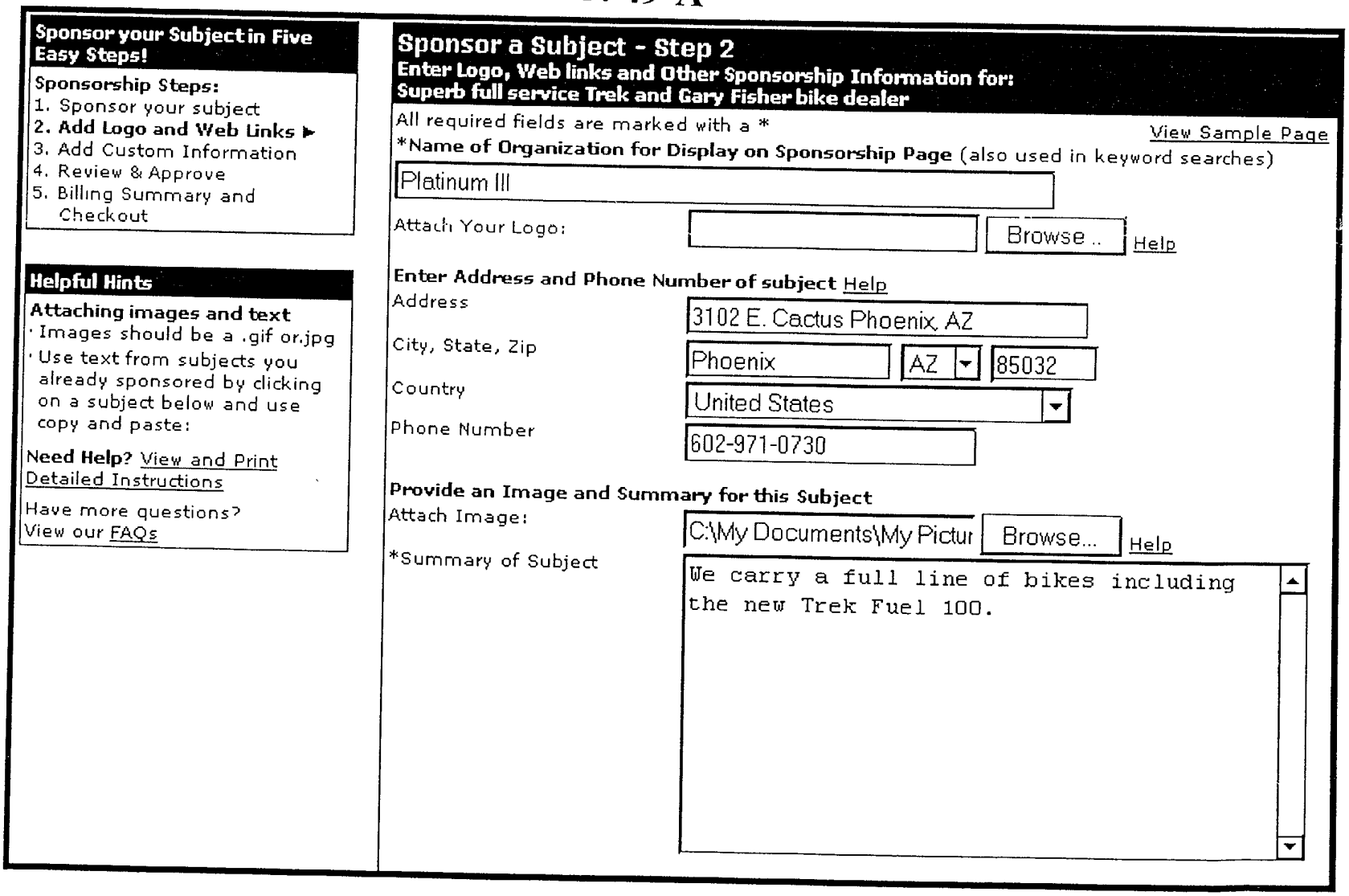

Administrative Contact (for billing purposes)
*First Name
Richard
Initial
W
*Last Name
Hill
Title
*E-Mail
rwhill@home.com
*Address 1
3102 E. Cactus
Address 2
*City, State, Zip/Postal
Phoenix
AZ
85032
*Country
United States
*Phone
602-991-0730
Fax
602-494-1364
Continue

FIG. 49-A


Sponsor your Subject in Five Easy Steps!
Sponsorship Steps:
1. Sponsor your subject
2. Add Logo and Web Links ▶
3. Add Custom Information
4. Review & Approve
5. Billing Summary and Checkout
Helpful Hints
Attaching images and text
· Images should be a .gif or.jpg
· Use text from subjects you already sponsored by clicking on a subject below and use copy and paste:
Need Help? View and Print Detailed Instructions
Have more questions? View our FAQs
Sponsor a Subject - Step 2
Enter Logo, Web links and Other Sponsorship Information for:
Superb full service Trek and Gary Fisher bike dealer
All required fields are marked with a *
View Sample Page
*Name of Organization for Display on Sponsorship Page (also used in keyword searches)
Platinum III
Attach Your Logo:
Browse ..
Help
Enter Address and Phone Number of subject Help
Address
3102 E. Cactus Phoenix, AZ
City, State, Zip
Phoenix
AZ
85032
Country
United States
Phone Number
602-971-0730
Provide an Image and Summary for this Subject
Attach Image:
C:\My Documents\My Pictur
Browse...
Help
*Summary of Subject
We carry a full line of bikes including the new Trek Fuel 100.

T0070" 62838260

FIG. 49-B

Add a link to your website - Enter your URL address Help

Website URL: www.bicycleshowcase.com

Provide "Special Offers" to visitors of your site Help

Text for link should read: Internet Special

Describe the "Special Offers" that can be easily printed and redeemed at your location

Mention this offer and receive $5 off your next complete tune up.

Let your visitors contact you via email directly Help

Text for link should read: Contact Us

Enter information for the person who will receive inquiries for this subject.

E-Mails sent to:

☑ Same as Administrative Contact

-or-

FIG. 49-C

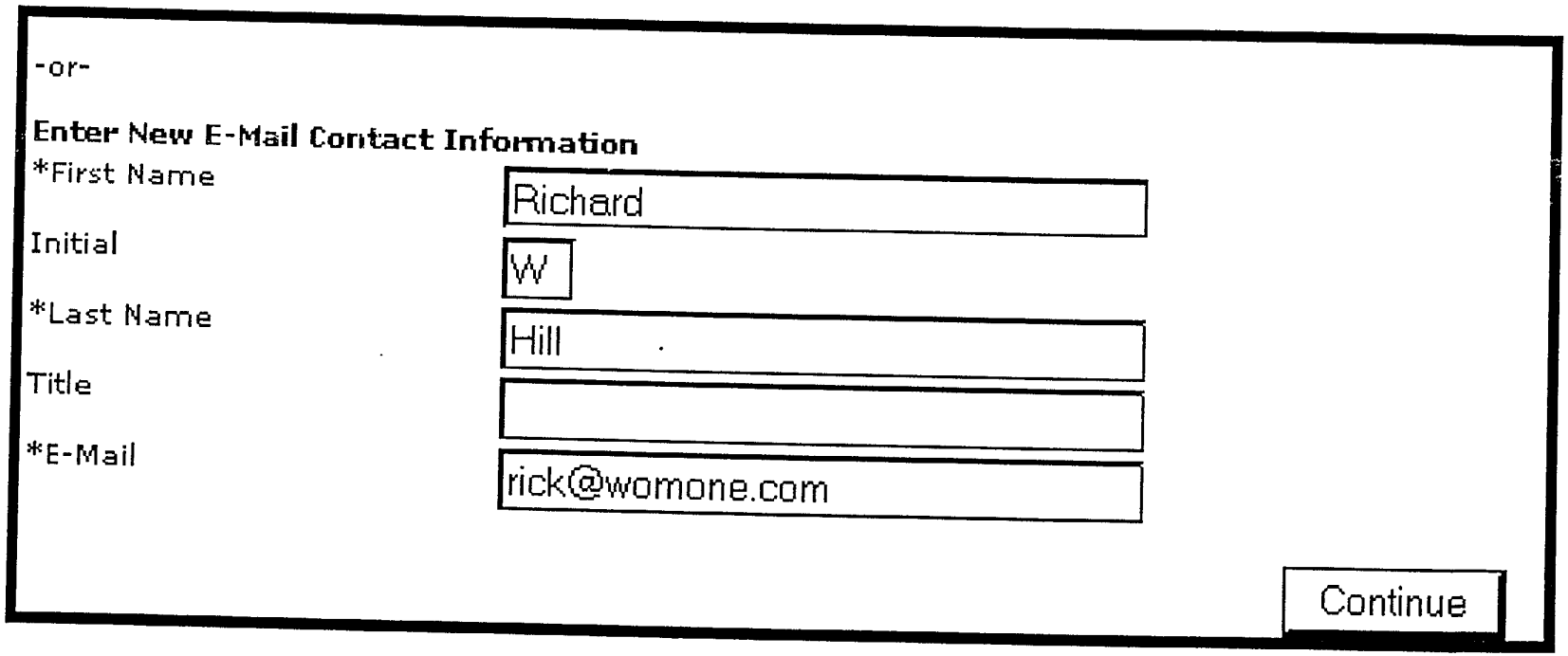
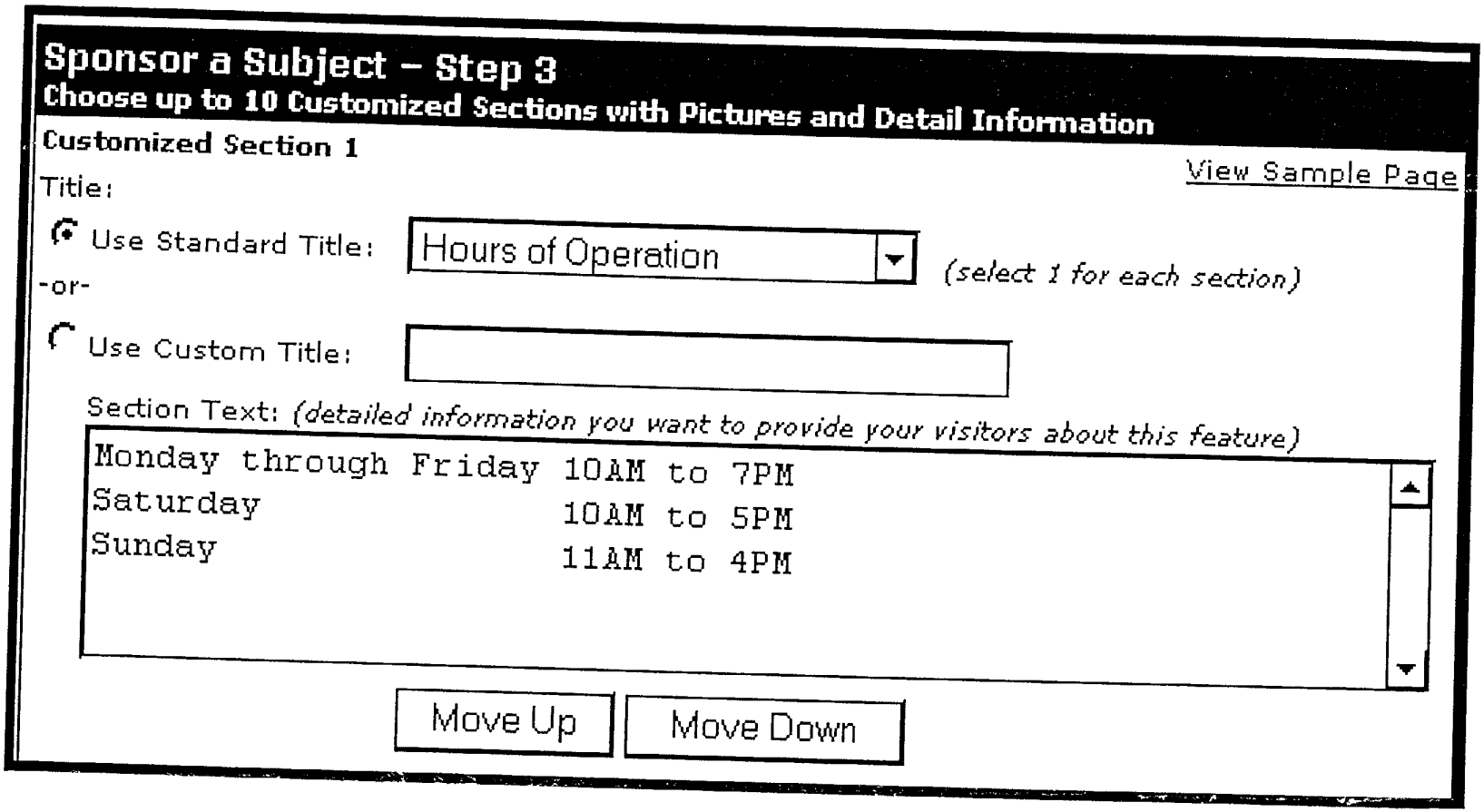

-or-
Enter New E-Mail Contact Information
*First Name
Richard
Initial
W
*Last Name
Hill
Title
*E-Mail
rick@womone.com
Continue

FIG. 49-D


Sponsor a Subject – Step 3
Choose up to 10 Customized Sections with Pictures and Detail Information
Customized Section 1
View Sample Page
Title:
Use Standard Title:
Hours of Operation
(select 1 for each section)
-or-
Use Custom Title:
Section Text: (detailed information you want to provide your visitors about this feature)
Monday through Friday 10AM to 7PM
Saturday 10AM to 5PM
Sunday 11AM to 4PM
Move Up
Move Down

T0070 E2928260

FIG. 50

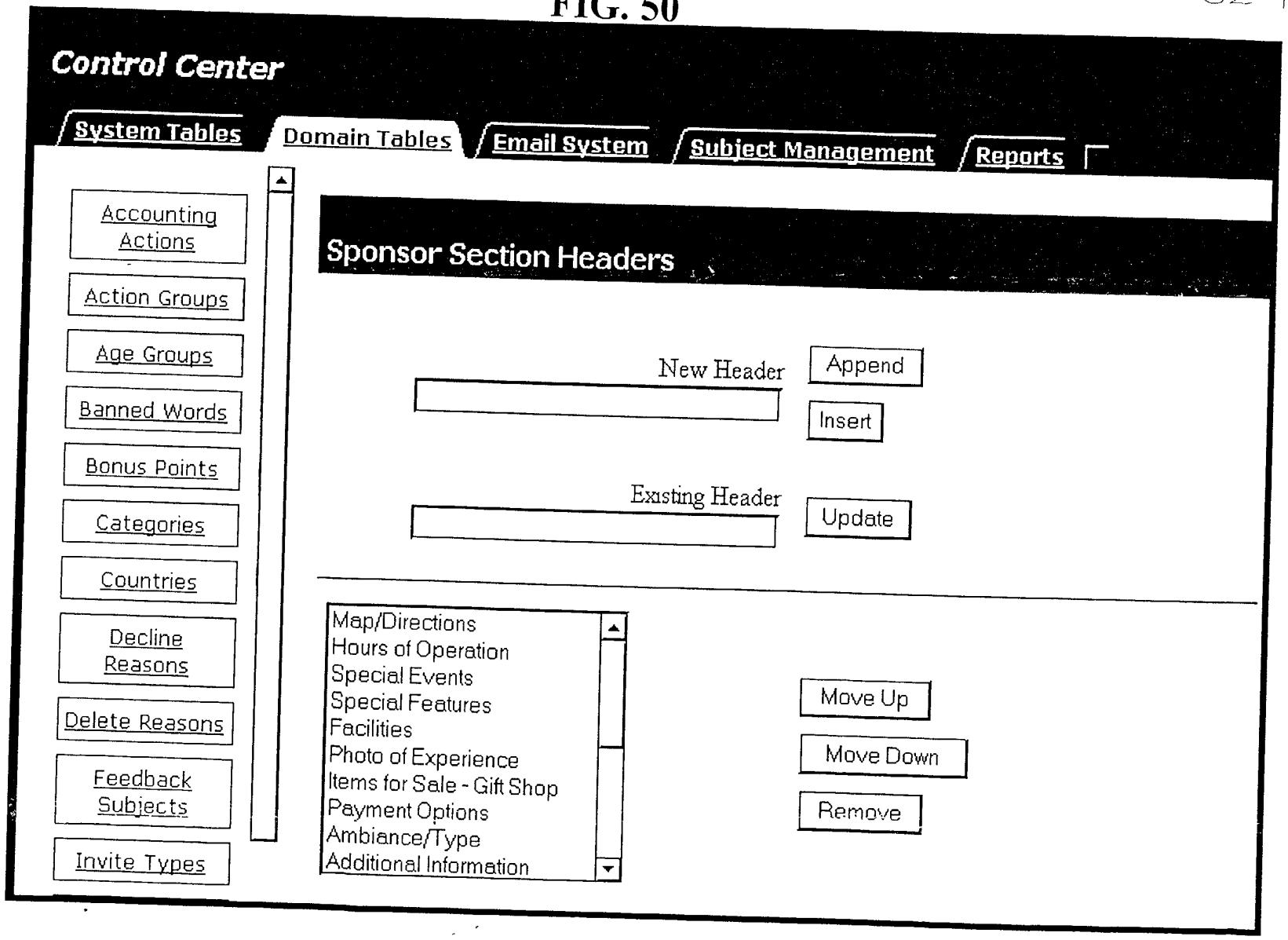


FIG. 51-A

Sponsor a Subject – Step 4
Preview your sponsored subject

Organization Name: Platinum III
Description: Superb full service Trek and Gary Fisher bike dealer

Congratulations! This is how your sponsored page will look.

Click on "Submit" to enter your payment information and submit this subject for publication on our site.

Submit

Superb full service Trek and Gary Fisher bike dealer

Platinum III Edit
(www.bicycleshowcase.com)
602-971-0730
3102 E. Cactus Phoenix, AZ
Phoenix, AZ 85032 United States
Northeast Valley

Add to My Favorites
Maintain This Subject
Request More Information
Contact Us
Internet Special

Print a rate form

Added 12/21/00 by member Ms. Sponsor

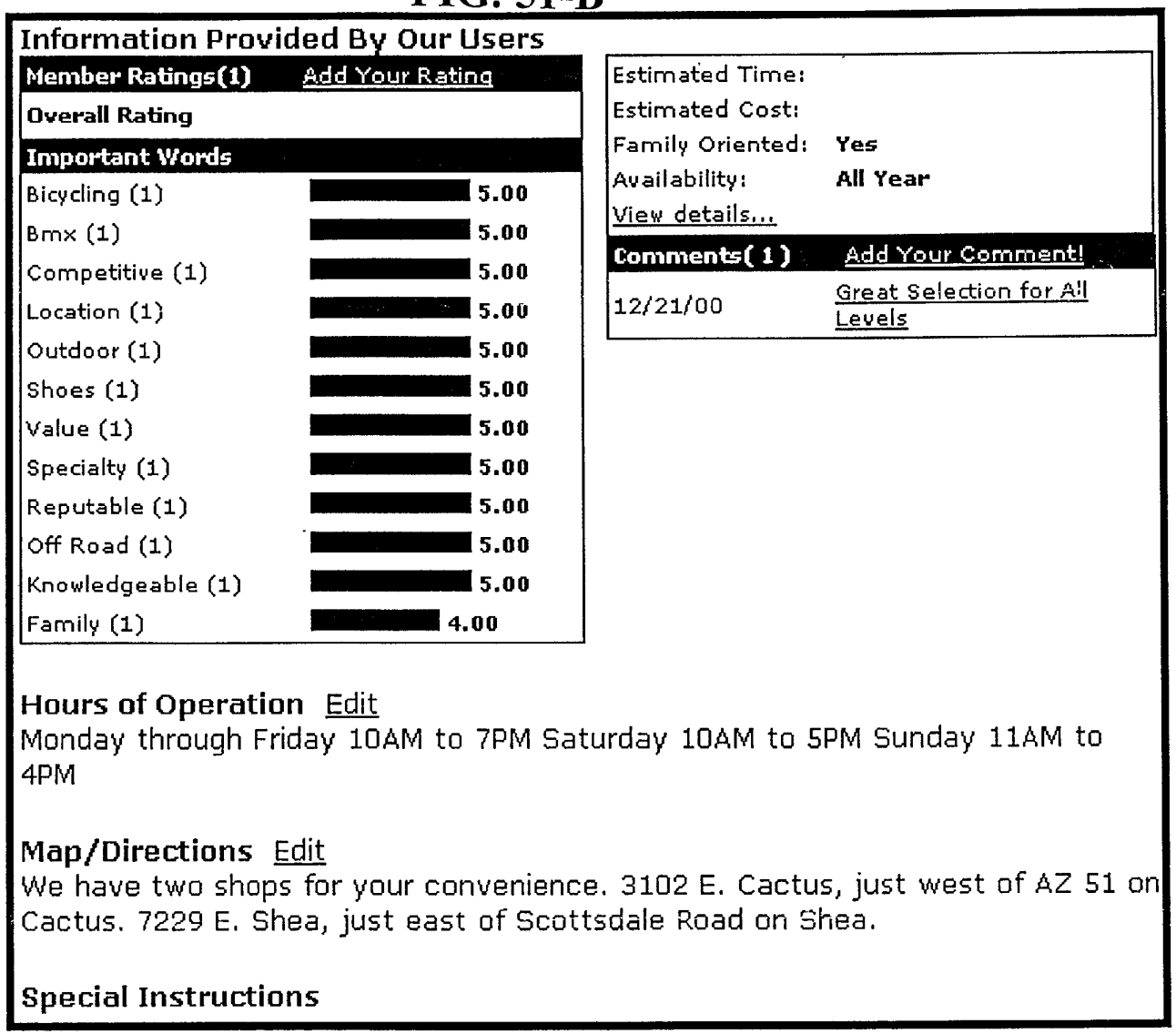
Summary of Subject Edit

We carry a full line of bikes including the new Trek Fuel 100.

Description of Subject

Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff

FIG. 51-B


Information Provided By Our Users
Member Ratings(1) Add Your Rating
Overall Rating
Important Words
Bicycling (1) 5.00
Bmx (1) 5.00
Competitive (1) 5.00
Location (1) 5.00
Outdoor (1) 5.00
Shoes (1) 5.00
Value (1) 5.00
Specialty (1) 5.00
Reputable (1) 5.00
Off Road (1) 5.00
Knowledgeable (1) 5.00
Family (1) 4.00
Estimated Time:
Estimated Cost:
Family Oriented: Yes
Availability: All Year
View details...
Comments(1) Add Your Comment!
12/21/00 Great Selection for All Levels
Hours of Operation Edit
Monday through Friday 10AM to 7PM Saturday 10AM to 5PM Sunday 11AM to 4PM
Map/Directions Edit
We have two shops for your convenience. 3102 E. Cactus, just west of AZ 51 on Cactus. 7229 E. Shea, just east of Scottsdale Road on Shea.
Special Instructions

T08T20 E2828260

FIG. 51-C

Special Instructions

Time Required:

Estimated Cost:

Family Oriented: Yes

When Available: All Year
Open seven days per weeks except holidays.

Classifications
Shopping > Specialty Stores; Sports & Recreation > Cycling

FIG. 52

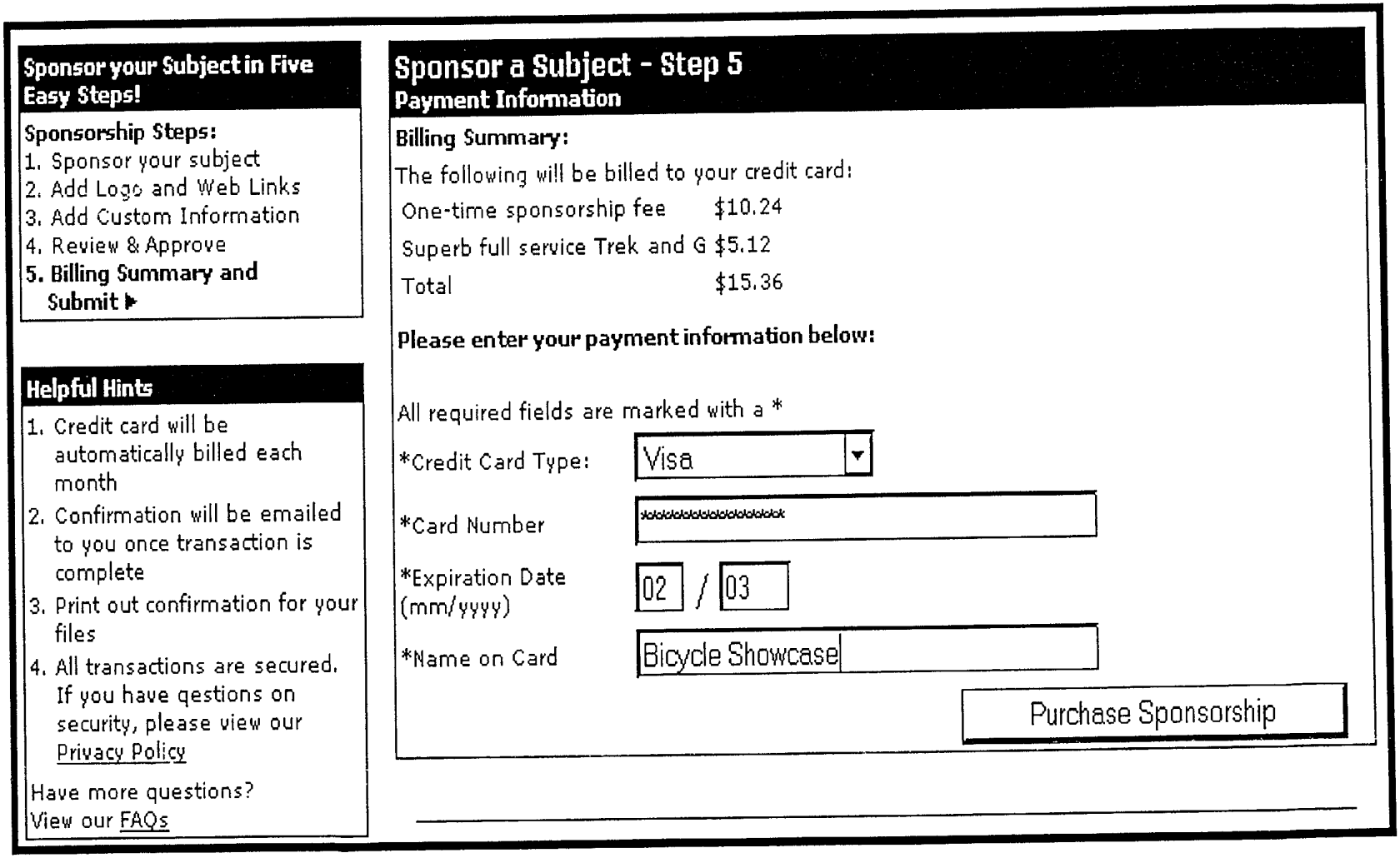

Sponsor your Subject in Five Easy Steps!
Sponsorship Steps:
1. Sponsor your subject
2. Add Logo and Web Links
3. Add Custom Information
4. Review & Approve
5. Billing Summary and Submit ▶
Helpful Hints
1. Credit card will be automatically billed each month
2. Confirmation will be emailed to you once transaction is complete
3. Print out confirmation for your files
4. All transactions are secured. If you have qestions on security, please view our Privacy Policy
Have more questions? View our FAQs
Sponsor a Subject - Step 5
Payment Information
Billing Summary:
The following will be billed to your credit card:
One-time sponsorship fee $10.24
Superb full service Trek and G $5.12
Total $15.36
Please enter your payment information below:
All required fields are marked with a *
*Credit Card Type: Visa
*Card Number
*Expiration Date (mm/yyyy) 02 / 03
*Name on Card Bicycle Showcase
Purchase Sponsorship

FIG. 53

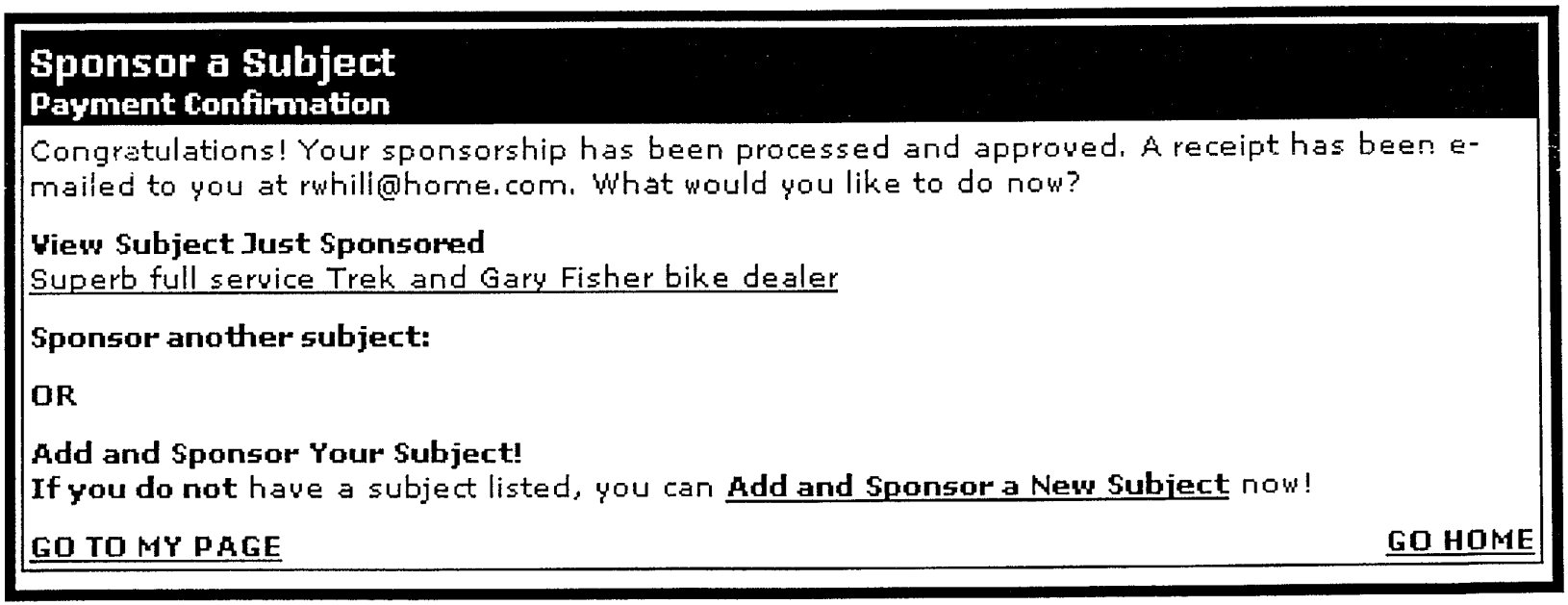

Sponsor a Subject
Payment Confirmation
Congratulations! Your sponsorship has been processed and approved. A receipt has been e-mailed to you at rwhill@home.com. What would you like to do now?
View Subject Just Sponsored
Superb full service Trek and Gary Fisher bike dealer
Sponsor another subject:
OR
Add and Sponsor Your Subject!
If you do not have a subject listed, you can Add and Sponsor a New Subject now!
GO TO MY PAGE
GO HOME

FIG. 54-A

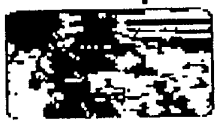
Superb full service Trek and Gary Fisher bike dealer

Bicycle Showcase
(www.bicycleshowcase.com)
602-971-0730
3102 E. Cactus Phoenix, AZ
Phoenix, AZ 85032 United States
Northeast Valley

Add to My Favorites
Suggest Improvements
Request More Information
Contact Us
View Special Offers
Print a Rating-To-Go form
Email this listing to a friend

Added 12/21/00 by member Mr. Sponsor

Summary of Subject



Two great locations to meet your every bicycling need.

Description of Subject

Two locations providing outstanding sales and service on all types and sizes with experienced and knowledgeable sales and service staff

Information Provided By Our Users

Member Ratings	Add Your Rating
Overall Ratings (1)	
Important Words	
Bicycling (1)	5.00
Bmx (1)	5.00
Competitive (1)	5.00
Location (1)	5.00
Outdoor (1)	5.00
Shoes (1)	5.00
Value (1)	5.00
Specialty (1)	5.00

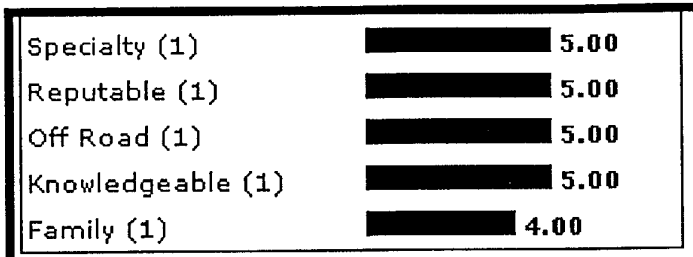
Estimated Time:	**Unknown**
Estimated Cost:	**Unknown**
Family Oriented:	**Yes**
Availability:	**All Year**

View details...

Comments(1)	Add Your Comment!
	Great Selection for All Levels

T08T20 E2828260

FIG. 54-B



Map/Directions
Our Scottsdale store is located at 7229 E. Shea in the Windmill Plaza. Our Phoenix store is located at 3102 E. Cactus, just west of the Squaw Peak freeway.

Special Instructions

Time Required: Unknown

Estimated Cost: Unknown

Family Oriented: Yes

When Available: All Year
Open seven days per weeks except holidays.

Classifications
Shopping > Specialty Stores; Sports & Recreation > Cycling

FIG. 55-A

Helpful Hints

Rate Descriptive Words:
Rating the importance of each word helps others understand its unique qualities.

Comments:
Share your comment on this subject!

Please see our FAQs for more help.

Speak your mind!

- Earn cash & prizes
- Share your advice
- Publish your ideas
- Recommend a favorite
- Rate a Subject

Join now!

Superb full service Trek and Gary Fisher bike dealer

Bicycle Showcase
(www.bicycleshowcase.com)
602-971-0730
3102 E. Cactus Phoenix, AZ
Phoenix, AZ 85032 United States
Northeast Valley

Added 12/21/00 by member Mr. Sponsor

All required fields are marked with a *

*Have you personally experienced this subject? O Yes O No

*How qualified are you to judge the nature of this subject? -Select One-

How would you rate this subject overall? (earn 5 points) -Select One-

How would you describe this subject? (earn 5 points)

Descriptive Words	Importance						Descriptive Words	Importance					
	Extremely	Very	Important	Somewhat	Slight	Not Rated		Extremely	Very	Important	Somewhat	Slight	Not Rated
Accessories	O	O	O	O	O	⊙	Helpful	O	O	O	O	O	⊙
Bathing Suits	O	O	O	O	O	⊙	Housewares	O	O	O	O	O	⊙
Bicycling	O	O	O	O	O	⊙	Huge Inventory	O	O	O	O	O	⊙
Bmx	O	O	O	O	O	⊙	Interior Design	O	O	O	O	O	⊙

FIG. 55-B

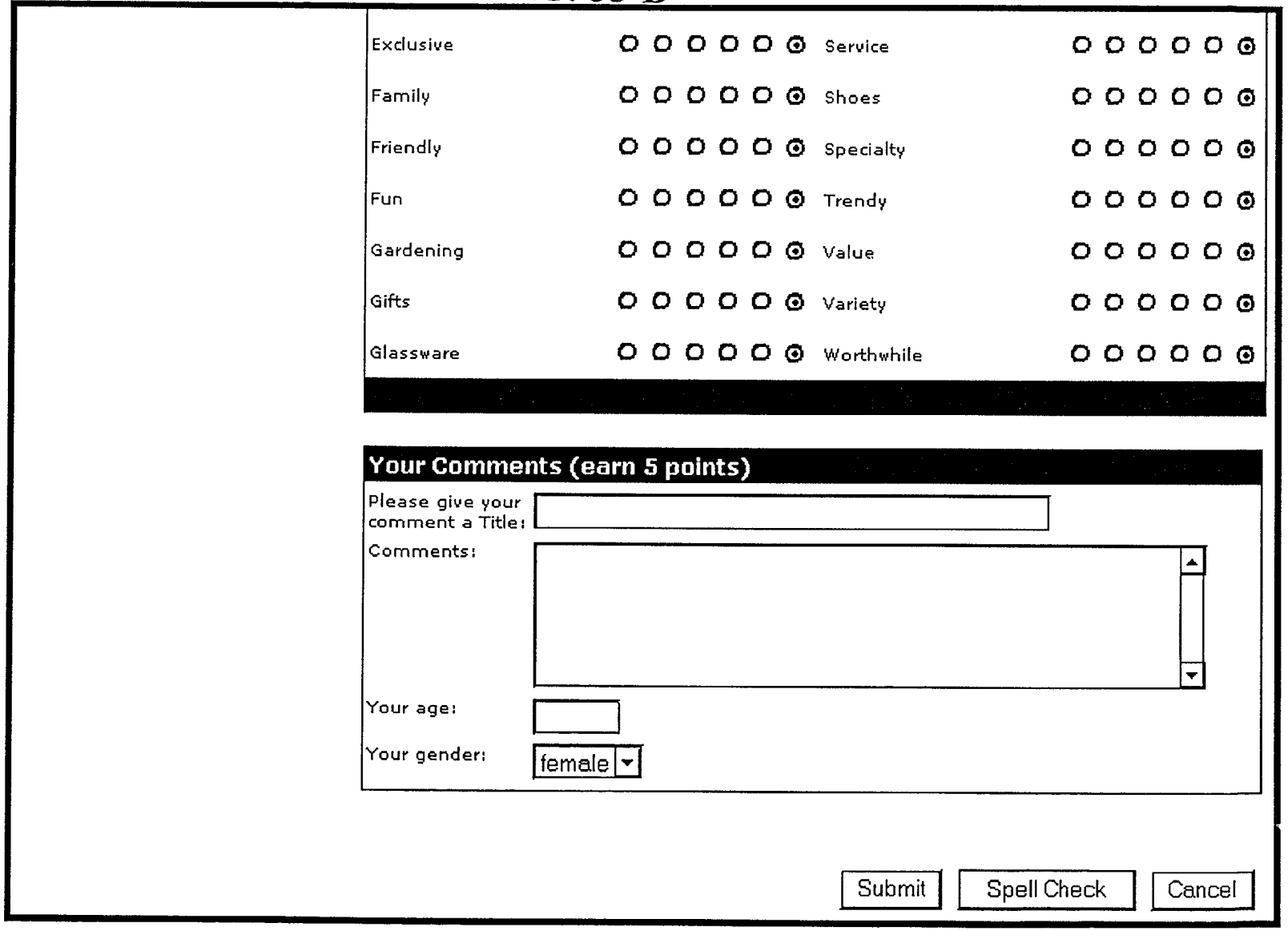

Exclusive
Service
Family
Shoes
Friendly
Specialty
Fun
Trendy
Gardening
Value
Gifts
Variety
Glassware
Worthwhile
Your Comments (earn 5 points)
Please give your comment a Title:
Comments:
Your age:
Your gender:
female
Submit
Spell Check
Cancel

FIG. 56

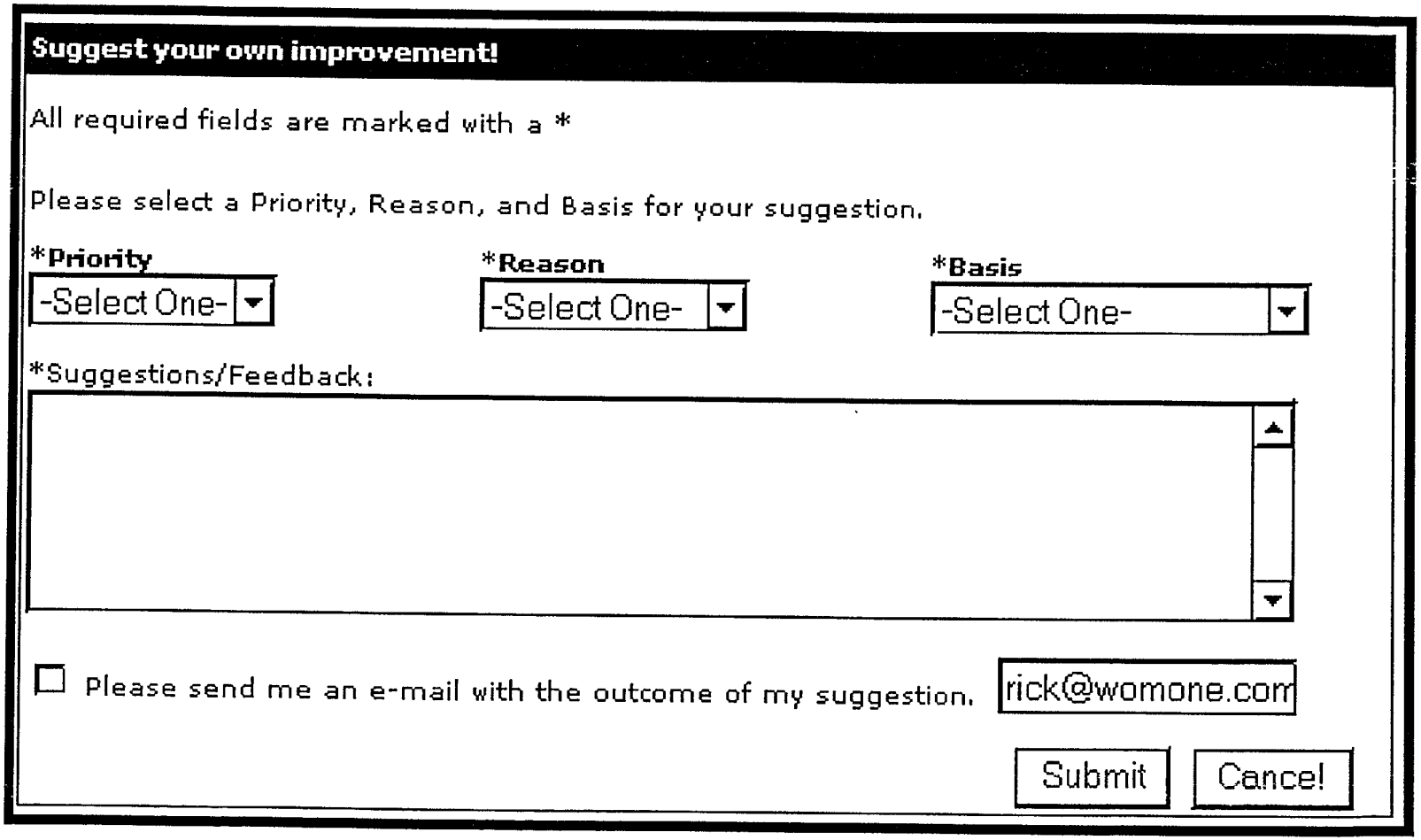

Suggest your own improvement!
All required fields are marked with a *
Please select a Priority, Reason, and Basis for your suggestion.
*Priority
-Select One-
*Reason
-Select One-
*Basis
-Select One-
*Suggestions/Feedback:
Please send me an e-mail with the outcome of my suggestion.
rick@womone.com
Submit
Cancel

FIG. 57-A

Womp Correspondent 1's MyPage
November 10, 2000

Status: - 12345
Total lives touched: 381

My Contributions
A detailed view of your activity.

Subjects Added	220 lives touched
Comments Added	161 lives touched
Subjects Awaiting Approval	
Rejected Subjects	

My To Do List:
A way to earn points by reviewing and approving content before it's published.

Improve Your Sponsor Page(s)
Notify Organizations about subjects you added (earn 20 points each)

In your zip code:
Review subjects added (200 points each)
Review suggested improvements (200 points each)
Review subjects recommended for deletion (200 points each)

In all zip codes:
Review subjects added (200 points each)
Review suggested improvements (200 points each)
Review subjects recommended for deletion (200 points each)
Notify organizations for subjects added (20 points each)

FIG. 57-B

My Favorite Subjects (manage favorites)
The perfect place to store your favorite subjects.

Accommodations(0)	Community Services(0)	Entertainment(0)
Fitness and Beauty(2)	Learning Opportunities(0)	New Folder(0)
Restaurants(3)	Shopping(1)	Sightseeing and Attractions(0)
Sports Bars(2)	Sports and Recreation(0)	

My Interests [Restaurants, Chandler, AZ] (modify my profile)
A customized list of your favorite things to do and places to go.

What's Hot for Restaurants in Chandler, AZ
Recently Added Subjects for Restaurants in Chandler, AZ
All Subjects in Chandler, AZ
Best of Best in Chandler, AZ

My Organization [Tomasos ,] (modify my profile)
A way to stay abreast on any organization listed on our website.

View all Subjects

My Rewards
A detailed summary of your contribution and points earned.

Points Earned	104,520
Account Balance	$ 430

FIG. 58

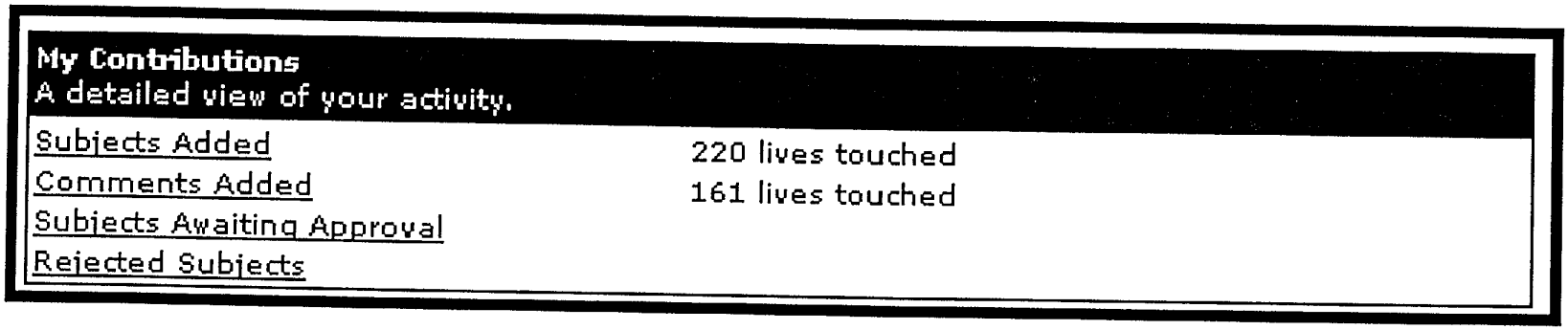

My Contributions
A detailed view of your activity.
Subjects Added
220 lives touched
Comments Added
161 lives touched
Subjects Awaiting Approval
Rejected Subjects

FIG. 59

Womp Correspondent 1's Subjects in All **Filter by:** All

Earn Points - Click on any subject to rate & review. Click on **Lives Touched** or **Comments** to view details.

Page 1 of 2 << Previous **1** 2 Next >>

Summary/Location	Lives Touched	Comments	Awards Won
availability test 2 availability test 2 **availabilty test 2** Phoenix, AZ 12345 United States,	6	1	0
meg's test2 great **my org** New York, NY 67890 United States,	6	1	Sponsored 0
test bug #686, #675 on staging test bug #686, #675 on staging **test bug #686, #675 on staging** Miami, FL 12345 United States,	6	1	Sponsored 0
nice try good **fantastic org** Buffalo, NY 67890 United States,	7	1	Sponsored 0
another test sub 2 test sub waiting approval 2 **test subject 2** Miami, FL 12345 United States,	9	1	Sponsored 0
Llama Trek the Smokies Trek through the ecologically rich environment of an ancient sierra, the Smoky Mountains. Llamas are tireless fuzzy station wagons that bear the substantial weight of camping gear and dining supplies. **Windsong Llama Treks** Clyde, NC 28721 United States,	10	1	Sponsored 0

T8676C0 E2828260

FIG. 60

Lives Touched by Month

Great Shopping Value

Park and Swap

Washington Avenue & 42nd Street
Mesa, AZ 85017 United States

Add to My Favorites
Maintain This Subject
Address and Telephone Look-up

Best Best

Added 11/20/00 by member Wompcorr1

Lives Touched
(Number of times subject was viewed)

January	0	0
Febuary	0	0
March	0	0
April	0	0
May	0	0
June	0	0
July	0	0
August	0	0
September	0	0
October	0	0
November	824	0
December	1	0

Request for Information
(Number of times visitors asked for more detail)

January	0	0
Febuary	0	0
March	0	0
April	0	0
May	0	0
June	0	0
July	0	0
August	0	0
September	0	0
October	0	0
November	1	0
December	0	0

78/124

FIG. 61

Comment Views Detail Page

Great Shopping Value

Park and Swap

Washington Avenue & 42nd Street
Mesa, AZ 85017 United States

Add to My Favorites
Maintain This Subject
Address and Telephone Look-up

Best Best

Added 11/20/00 by member Wompcorr1

Comment Views

12/04/2000	Stolen property	1	0%
11/21/2000	ffff	0	0%
11/21/2000	asdf	0	0%
11/21/2000	asdf	0	0%
11/21/2000	ffff	0	0%
11/21/2000	ffff	573	0%
11/21/2000	sadf	0	0%
11/21/2000	title	0	0%
11/21/2000	sadf	0	0%
11/21/2000	sadf	0	0%
11/21/2000	title	0	0%
11/21/2000	title	0	0%
11/21/2000	sadf	0	0%
11/21/2000	title	0	0%

FIG. 62

Womp Correspondent 1's Comments

Filter By All

Earn Points - Click on any subject to rate & review. Click on **Comment Title** to view details.

Page 1 of 10 << Previous **1** 2 3 4 Next >>

Comment Title	Summary/Location	Lives Touched	Rated Useful
skiing is fun corr1 womp 22 I like to ski, and New York is one of the best places to ski...	**Skiing Down Chair 16** Mount Snow New York, NY 12345 United States, North	8	100%
a great hike corr1 womp 22 filled with nature and a spectacular view...	**Highline Trail deep forest hiking** Tonto National Forest Christopher Creek, AZ 85541 United States, Southwest	0	not rated
A great hike corr1 womp 22 filled with nature and a spectacular view...	**Highline Trail deep forest hiking** Tonto National Forest Christopher Creek, AZ 85541 United States, Southwest	0	not rated
this is a test comment corr1 womp 22 testing the comment	**this is the test subject one** Jape Wisteria Productions San Luis Rey, AK 12345 United States, Centre	1	not rated
quality assurance and football corr1 womp 22 never mix!!	**American football** Gregory Inc. New York, NY 54321 United States,	7	not rated
Additional Information corr1 womp 22 food is nutricious and wonderful...try it sometime...	**poughkeepsie has good food** jape wisteria productions Poughkeepsie, NY 12345 United States, Centre	0	not rated

FIG. 63

Womp Correspondent 1's Subjects Awaiting Review by: All

Click **Edit** to make final modifications before review. Click **Delete** to remove a subject before review.

Page 1 of 2 << Previous 1 2 Next >>

Summary/Location	Detail Information	Date Submitted
poughkeepsie has good food poughkeepsie has really good food. What's interesting about this is that most places have good food. So maybe this isn't really exceptional at all... **jape wisteria productions** Poughkeepsie, NY 12345 United States Centre	Cost: $1-1 Time: 1 min to 1 min Family: Yes	10/25/2000 New **Edit** **Delete**
test bug # 281 test bug # 281 **test bug # 281** Miami, FL 12345 United States	Cost: Time: Family:	10/26/2000 New **Edit** **Delete**
testing really long text descriptions descriptions testing really long text descriptions testing really long text descriptions testing really long text descriptions testing really long... **Jape Wisteria Productions** Tronna, AK 12345 United States Centre	Cost: $5555-5555 Time: 5 mon to 222 mon Family: Somewhat	10/27/2000 New **Edit** **Delete**
Beautiful fresh flowers Fresh flowers of all types **Rosies Florist Service** Buffalo, NY 90210 United States	Cost: $2-200 Time: 5 min to 10 min Family: Yes	10/30/2000 New **Edit** **Delete**
Hotel Motel Phoenix Arizona Airport The place to be for being close to the airport **Holiday Inn Express** Phoenix, AZ 85035 United States Southwest	Cost: $55-75 Time: 1 day to 3 day Family: Yes	10/30/2000 New **Edit** **Delete**

FIG. 64

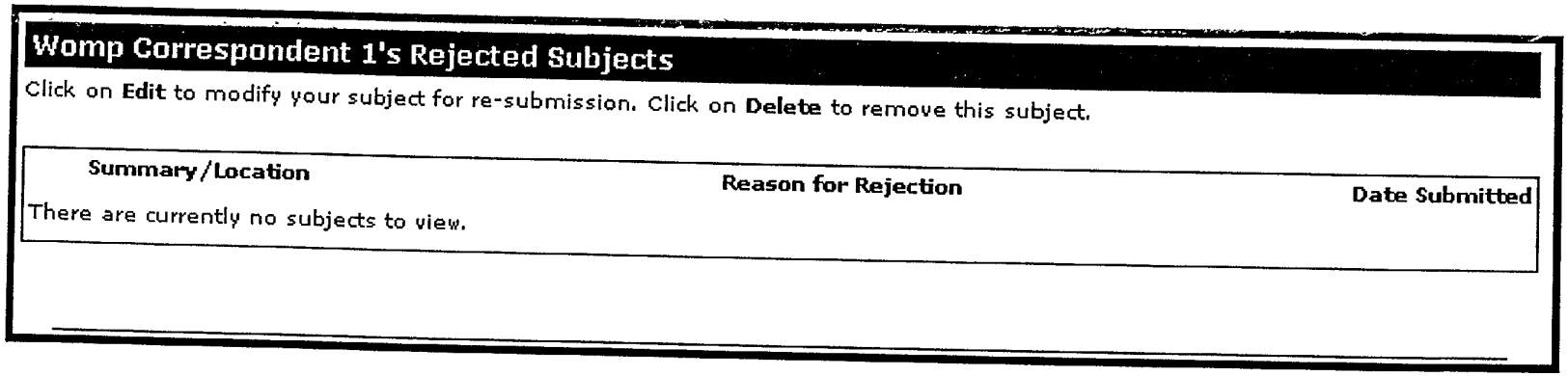

Womp Correspondent 1's Rejected Subjects
Click on Edit to modify your subject for re-submission. Click on Delete to remove this subject.
Summary/Location
Reason for Rejection
Date Submitted
There are currently no subjects to view.

FIG. 65

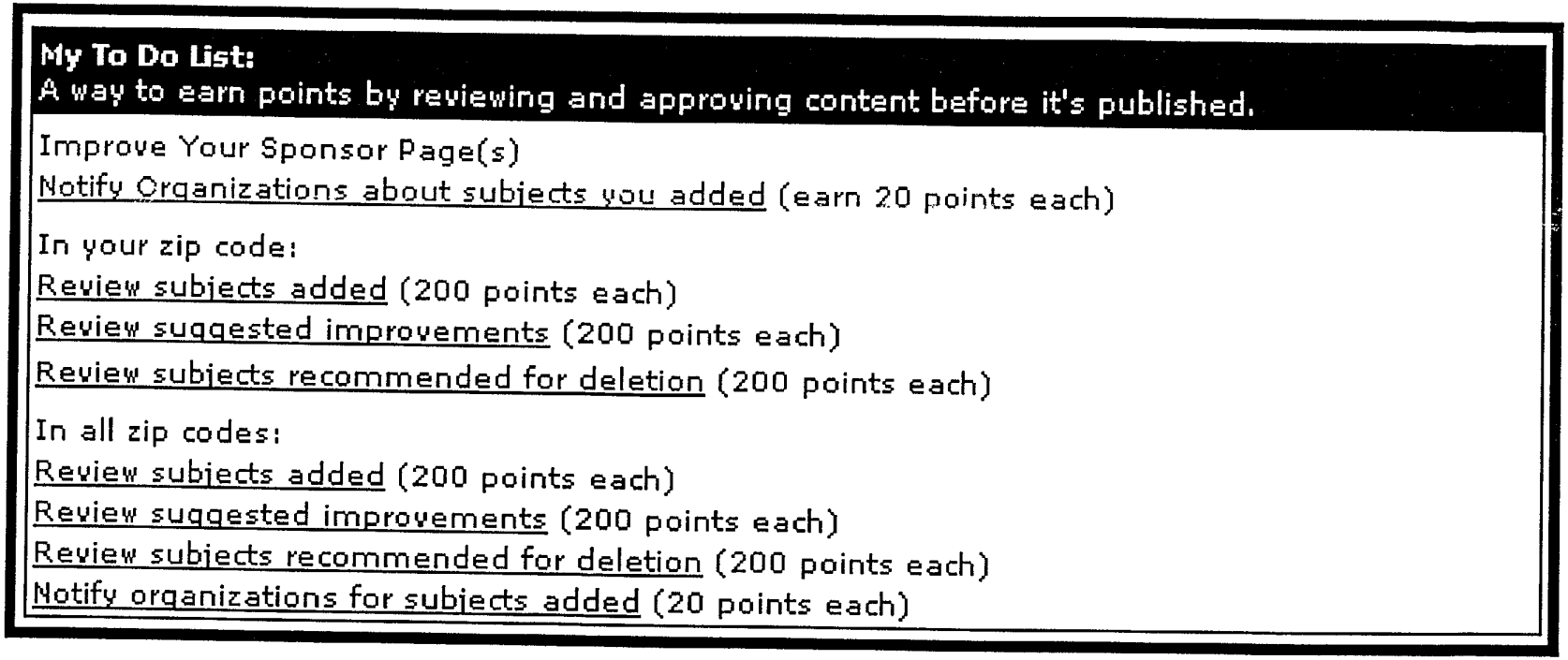
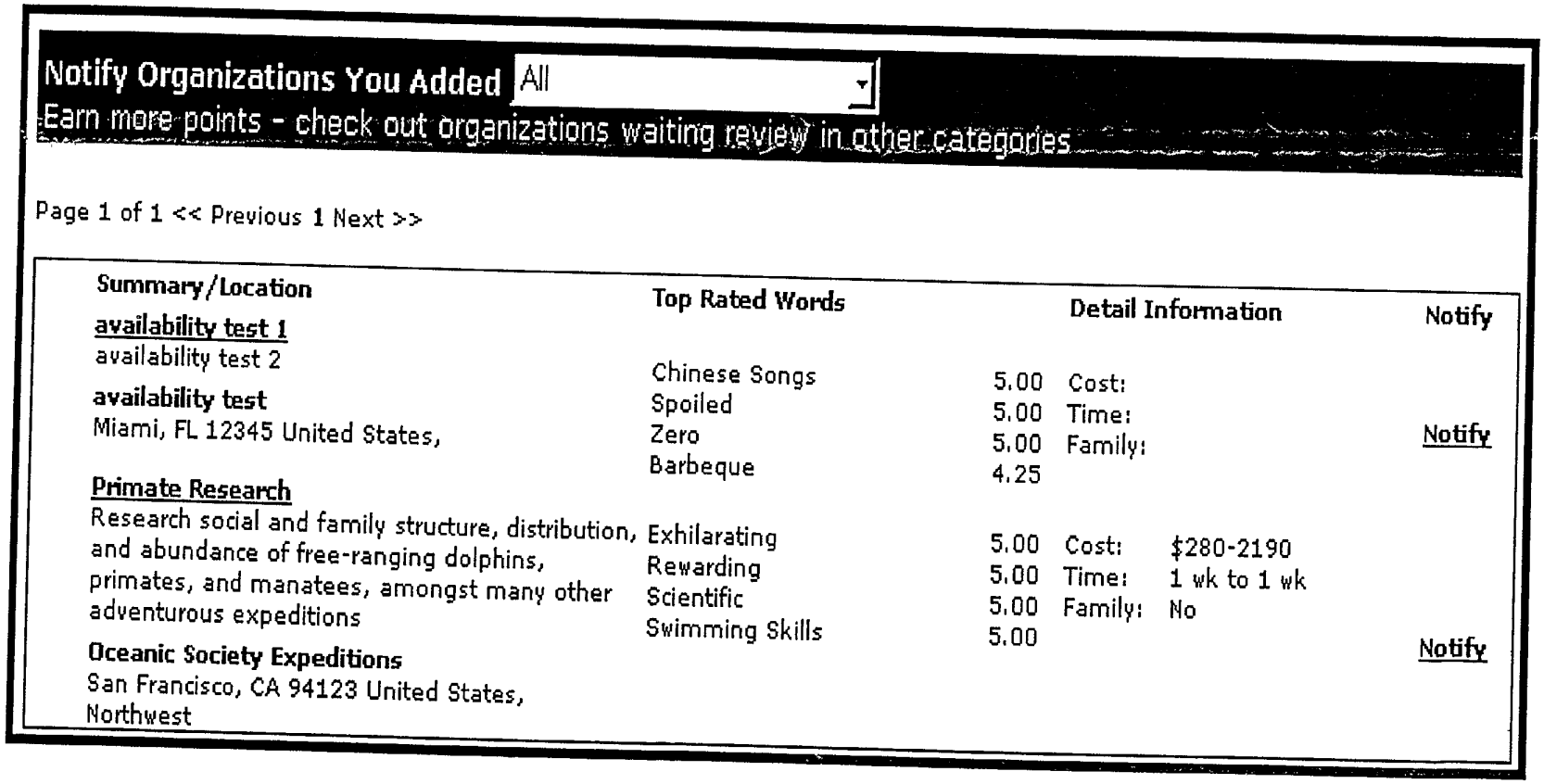

My To Do List:
A way to earn points by reviewing and approving content before it's published.
Improve Your Sponsor Page(s)
Notify Organizations about subjects you added (earn 20 points each)
In your zip code:
Review subjects added (200 points each)
Review suggested improvements (200 points each)
Review subjects recommended for deletion (200 points each)
In all zip codes:
Review subjects added (200 points each)
Review suggested improvements (200 points each)
Review subjects recommended for deletion (200 points each)
Notify organizations for subjects added (20 points each)

FIG. 66


Notify Organizations You Added All
Earn more points - check out organizations waiting review in other categories
Page 1 of 1 << Previous 1 Next >>
Summary/Location
Top Rated Words
Detail Information
Notify
availability test 1
availability test 2
availability test
Miami, FL 12345 United States,
Chinese Songs 5.00
Spoiled 5.00
Zero 5.00
Barbeque 4.25
Cost:
Time:
Family:
Notify
Primate Research
Research social and family structure, distribution, and abundance of free-ranging dolphins, primates, and manatees, amongst many other adventurous expeditions
Exhilarating 5.00
Rewarding 5.00
Scientific 5.00
Swimming Skills 5.00
Cost: $280-2190
Time: 1 wk to 1 wk
Family: No
Oceanic Society Expeditions
San Francisco, CA 94123 United States,
Northwest
Notify

TOSTED: 12/30/2000

FIG. 67

5 Easy Steps

1. Enter Contact information
2. Select letter
3. Personalize (optional)
4. Check for spelling
5. Submit

Your e-mail will contain a link back to this subject for review by organization.

View our FAQs

Notify Organization (Value = 20 points each)

Breathtaking scenic drive
Breathtaking scenic drive

Globe, AZ 85254 United States
Southwest

Add to My Favorites
Maintain This Subject
Address and Telephone Look-up

Added 10/30/00 by member Longtallsally

Please enter the following information to earn (xx) points.

Need help? View sample.

Contact Person Information (Type in Owner or Manager if you do not know person's name)

*First Name
Middle Initial
Last Name
*Email Address
Website Address

Select one Email letter to notify the organization. You can personalize this email by adding your own message once the letter you select is displayed below.

O Notify Organization
O Notify Organization

Cancel Submit

FIG. 68

Subjects Added - All Areas All **Value = 200 Points Each**

Earn more points - check out subjects waiting review in other categories.

Page 1 of 1 << Previous 1 Next >>

Summary/Location	Detail Information		Date Submitted
See the Old Southwest This 7 day tour of the old Southwest covers historical sites covered by cowboys, indians and the tuscaderos of another age **Southwest Tour Company** Phoenixi, AZ 85018 United States, Southwest	Cost: Time: Family:	$500-1000 5 day to 1 wk Somewhat	11/13/2000 New **Review**
Up-to-date Seasonal Candles This place is the perfect place to find gifts for candle lovers. Their inventory is set by the seasons so you will always find new and exciting things to buy **Illuminations** Scottsdale, AZ 85020 United States, Southwest	Cost: Time: Family:	$15-50 20 min to 30 min Somewhat	11/13/2000 New **Review**
Great Discount Gifts If you're looking for a place to do gift or holiday shopping on a budget, you have to check this indoor swap meet out **Indoor Swap Meet** Phoenix, AZ 85010 United States, Southwest	Cost: Time: Family:	$5-100 1 hr to 2 hr Yes	11/13/2000 New **Review**

FIG. 69

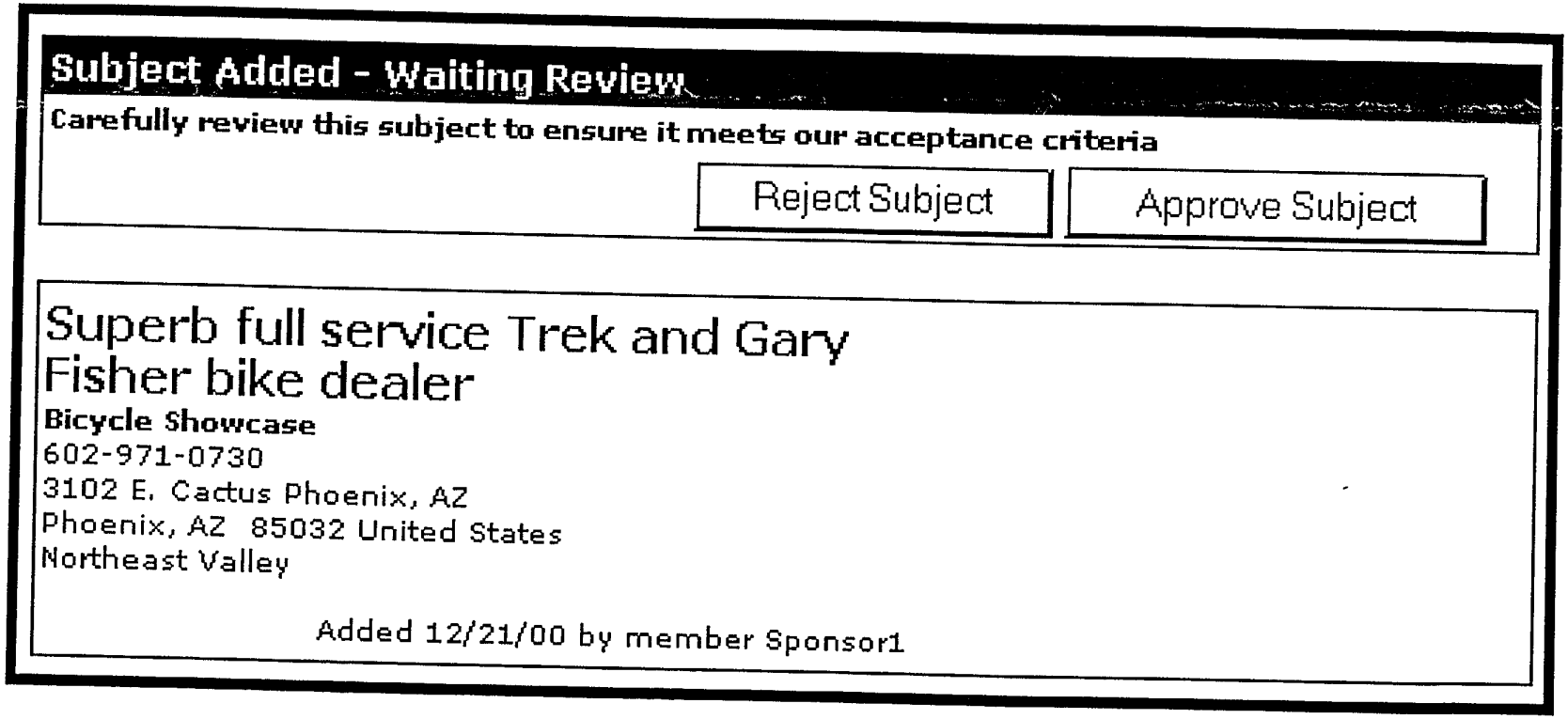

Subject Added - Waiting Review
Carefully review this subject to ensure it meets our acceptance criteria
Reject Subject
Approve Subject
Superb full service Trek and Gary Fisher bike dealer
Bicycle Showcase
602-971-0730
3102 E. Cactus Phoenix, AZ
Phoenix, AZ 85032 United States
Northeast Valley
Added 12/21/00 by member Sponsor1

FIG. 70.

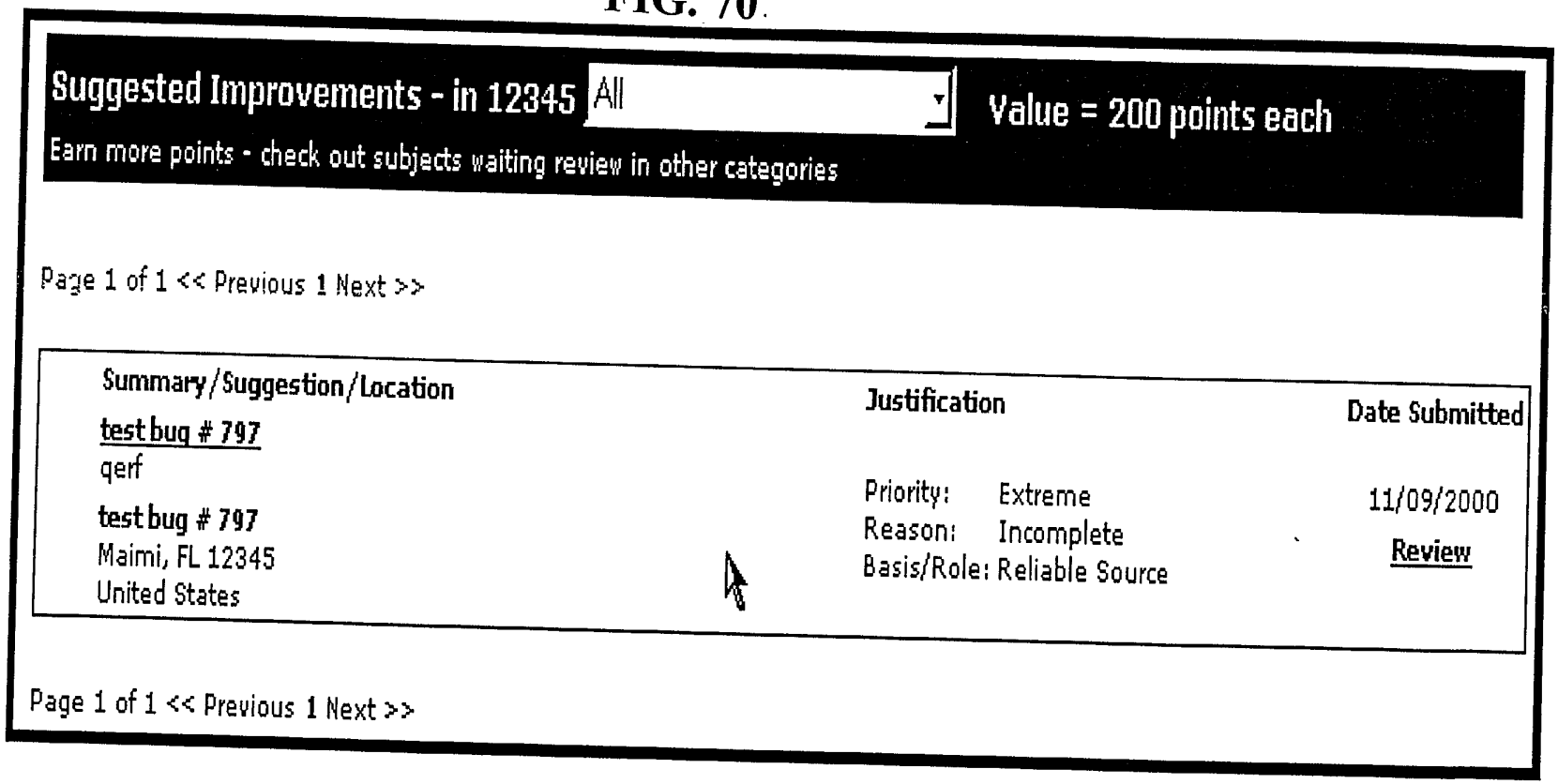

Suggested Improvements - in 12345 All
Value = 200 points each
Earn more points - check out subjects waiting review in other categories
Page 1 of 1 << Previous 1 Next >>
Summary/Suggestion/Location
Justification
Date Submitted
test bug # 797
qerf
test bug # 797
Maimi, FL 12345
United States
Priority: Extreme
Reason: Incomplete
Basis/Role: Reliable Source
11/09/2000
Review
Page 1 of 1 << Previous 1 Next >>

FIG. 71-A

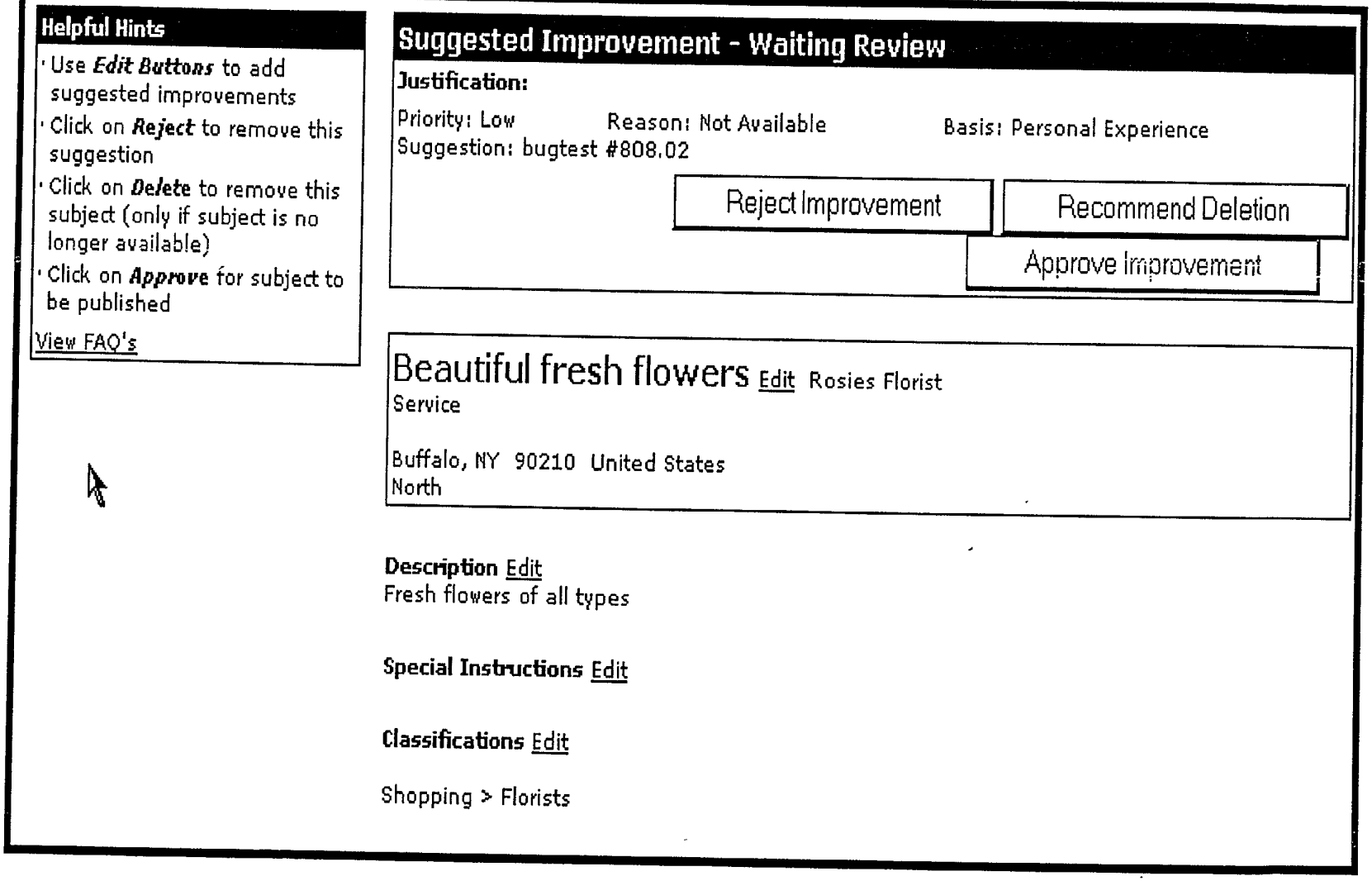

Helpful Hints
· Use Edit Buttons to add suggested improvements
· Click on Reject to remove this suggestion
· Click on Delete to remove this subject (only if subject is no longer available)
· Click on Approve for subject to be published
View FAQ's
Suggested Improvement - Waiting Review
Justification:
Priority: Low
Reason: Not Available
Basis: Personal Experience
Suggestion: bugtest #808.02
Reject Improvement
Recommend Deletion
Approve Improvement
Beautiful fresh flowers Edit Rosies Florist
Service
Buffalo, NY 90210 United States
North
Description Edit
Fresh flowers of all types
Special Instructions Edit
Classifications Edit
Shopping > Florists

FIG. 71-B

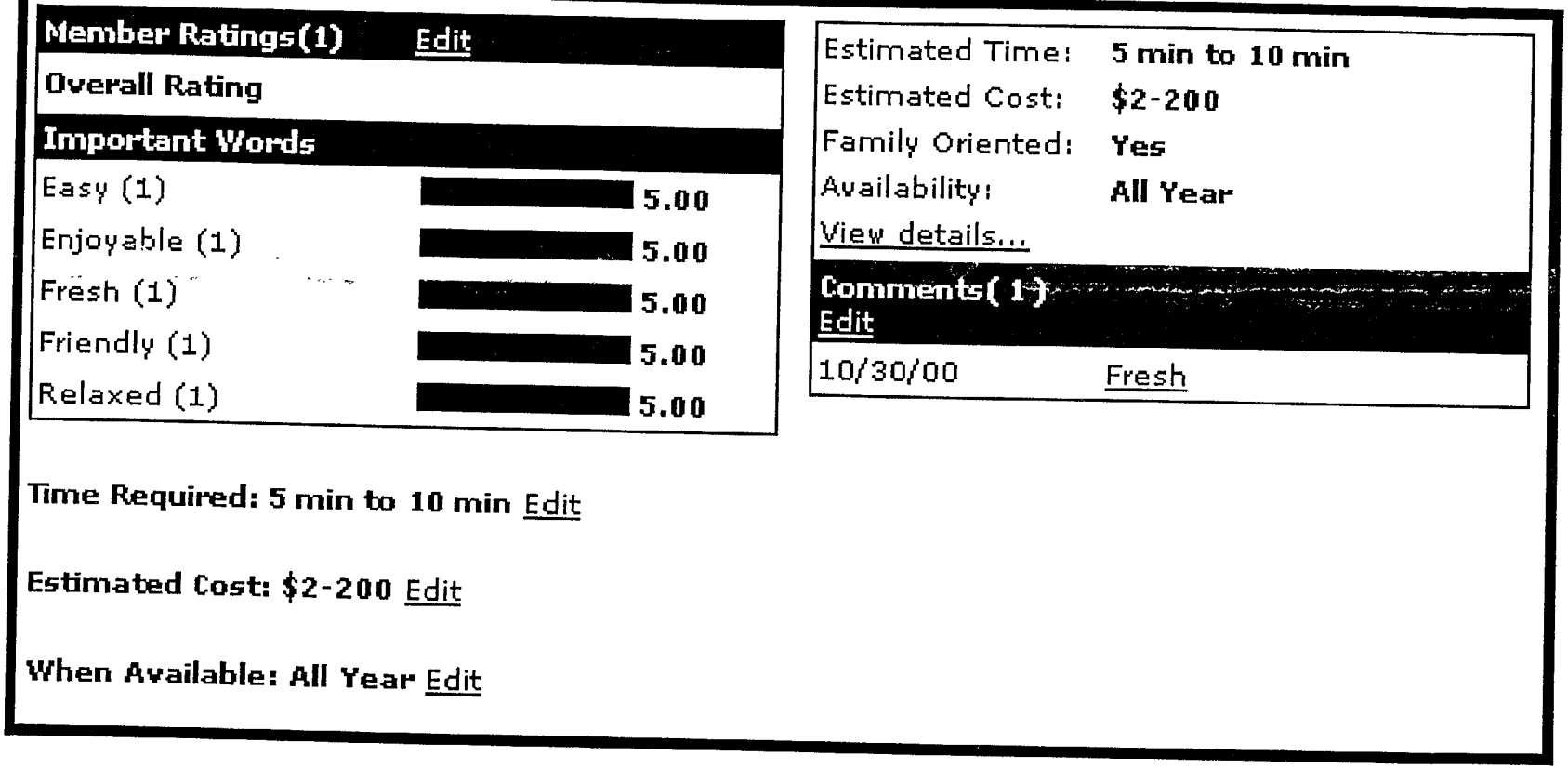

Member Ratings (1) Edit
Overall Rating
Important Words
Easy (1) 5.00
Enjoyable (1) 5.00
Fresh (1) 5.00
Friendly (1) 5.00
Relaxed (1) 5.00
Time Required: 5 min to 10 min Edit
Estimated Cost: $2-200 Edit
When Available: All Year Edit
Estimated Time: 5 min to 10 min
Estimated Cost: $2-200
Family Oriented: Yes
Availability: All Year
View details...
Comments (1)
Edit
10/30/00 Fresh

FIG. 72

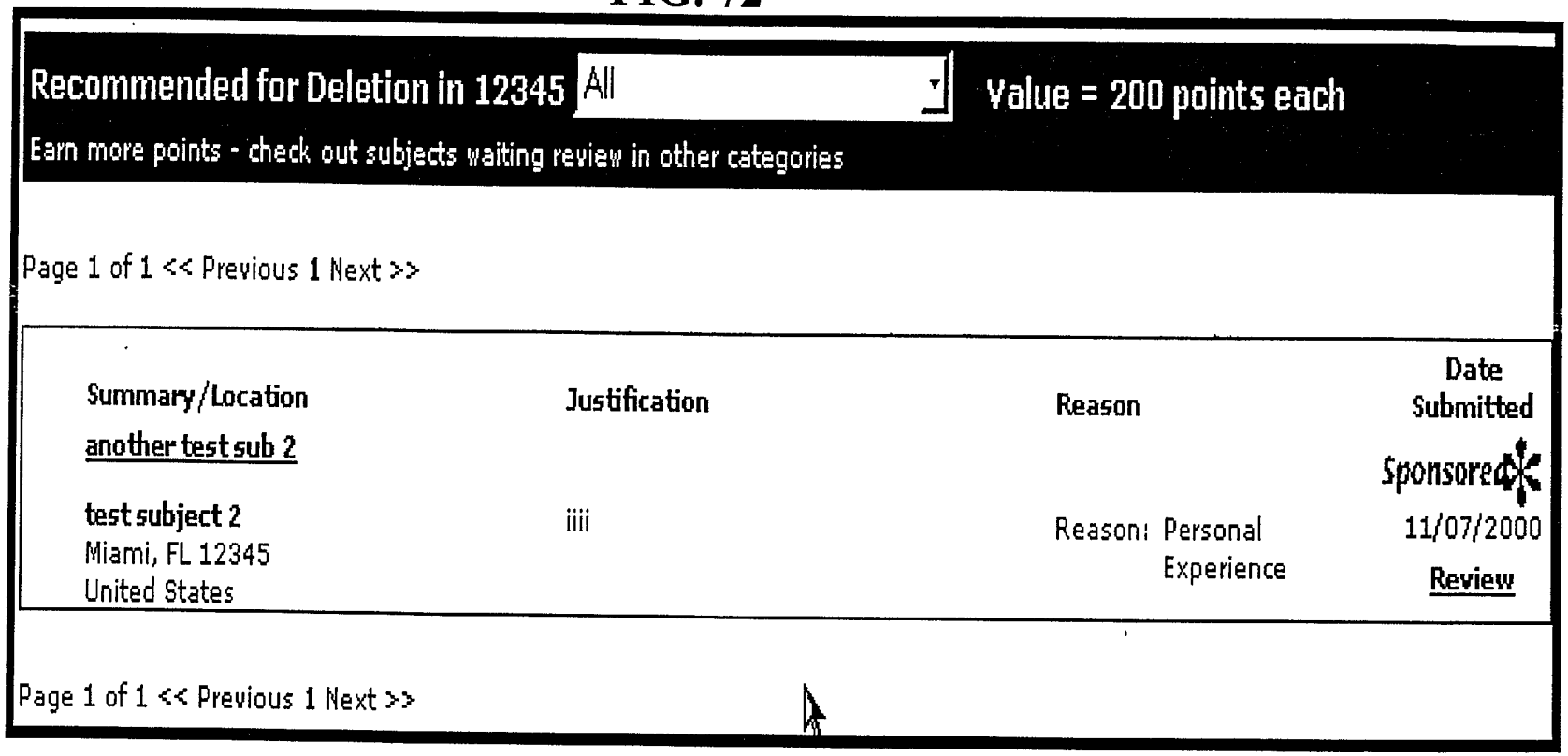
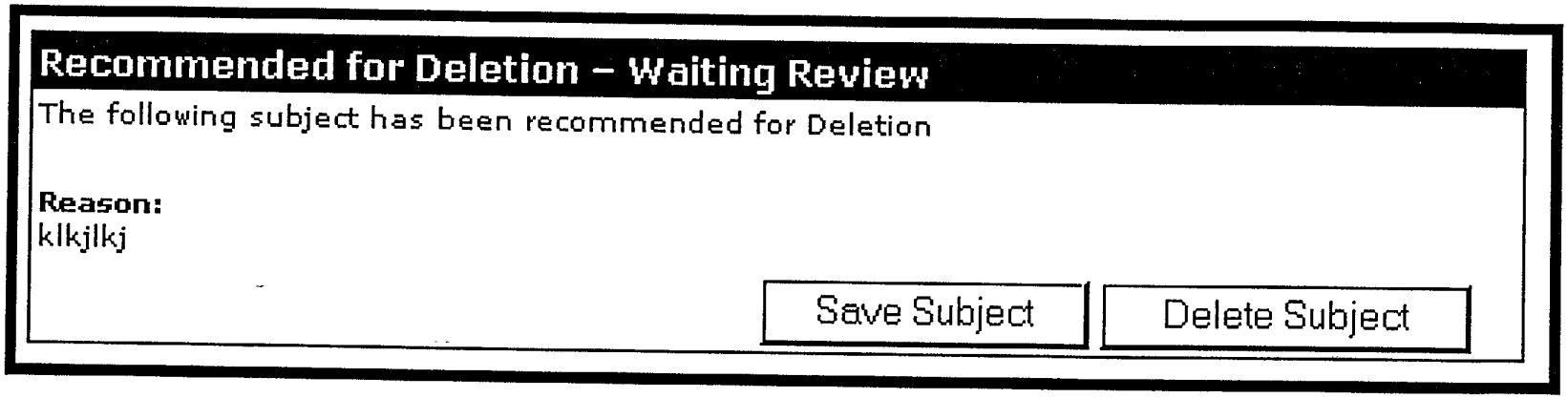

Recommended for Deletion in 12345
All
Value = 200 points each
Earn more points - check out subjects waiting review in other categories
Page 1 of 1 << Previous 1 Next >>
Summary/Location
Justification
Reason
Date Submitted
another test sub 2
Sponsored
test subject 2
Miami, FL 12345
United States
iiii
Reason: Personal Experience
11/07/2000
Review
Page 1 of 1 << Previous 1 Next >>

FIG. 73


Recommended for Deletion – Waiting Review
The following subject has been recommended for Deletion
Reason:
klkjlkj
Save Subject
Delete Subject

T0370 E2838260

FIG. 74

FIG. 75

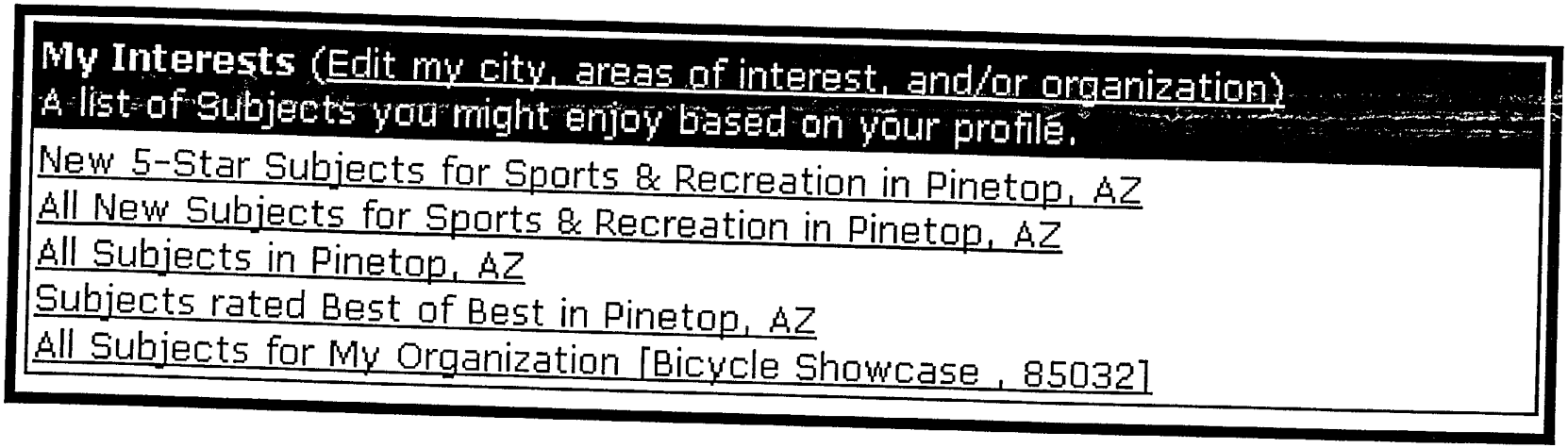

My Interests (Edit my city, areas of interest, and/or organization)
A list of Subjects you might enjoy based on your profile.
New 5-Star Subjects for Sports & Recreation in Pinetop, AZ
All New Subjects for Sports & Recreation in Pinetop, AZ
All Subjects in Pinetop, AZ
Subjects rated Best of Best in Pinetop, AZ
All Subjects for My Organization [Bicycle Showcase , 85032]

FIG. 76

My Organization [Tomasos ,] (modify my profile)
A way to stay abreast on any organization listed on our website.
View all Subjects

FIG. 77

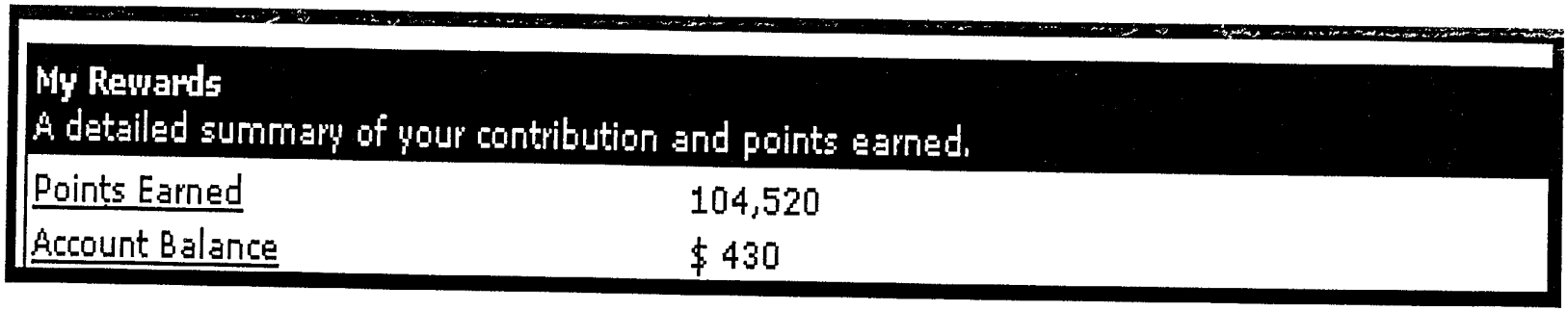

My Rewards
A detailed summary of your contribution and points earned.
Points Earned
104,520
Account Balance
$ 430

FIG. 78

Rick's Points Earned
December 21, 2000

View Points Earned Since Inception

Points for this Period

Points Earned	0
Point Goal	0
Goal Achieved?	Yes! Congratulations

How my Points were Earned (view point history)

Activity	Current Value	Your Points	Site Average
Subject Contribution			
Add Subject in Area	20	0	0
Subjects Added Outside of Area	20	0	0
Subjects Added in Area by Others	1	0	0
Suggest Improvement	5	0	0
Subject Viewed by Others	1	0	0
Subjects Deleted	-10	0	0
Ratings & Comments			
Add Comment	5	0	0
Overall Rating	5	0	0
Rating Descriptive Words	5	0	0
Comments Viewed by Others	1	0	0
Extras			
Recruit a Correspondent	5	0	0
Tell a Friend	5	0	0
Monthly Top Member	100	0	0
Total Points Earned		**0**	**0**

FIG. 79

Womp Correspondent 1's Points History
November 10, 2000

View Points History for: Since Inception

Filter by: Subjects Added in Area

Point Transactions

Date	Transaction	Points Earned
11/02/2000	659	900
10/31/2000	616	900
10/31/2000	642	900
10/31/2000	643	900
10/31/2000	644	900
10/31/2000	645	900
10/27/2000	580	900
10/27/2000	586	900
10/26/2000	568	900
10/25/2000	544	900
10/25/2000	545	900
10/24/2000	521	900
10/24/2000	527	900
10/24/2000	528	900

FIG. 80

Womp Correspondent 3's Account Balance

November 13, 2000

Current Account Balance [Cash out] $430.00

View Account Transactions for [Last Month]

Account Transactions

Date	Description	Transaction	Dollar Balance
10/25/2000	Subjects Added in Area	544	$5.00
10/25/2000	Subjects Added in Area	545	$5.00
10/24/2000	Subjects Added in Area	521	$5.00
10/24/2000	Subjects Added in Area	527	$5.00
10/24/2000	Subjects Added in Area	528	$5.00
10/25/2000	Subjects Added Outside of Area	552	$5.00
10/24/2000	Subjects Added Outside of Area	531	$5.00
10/26/2000	Review Subjects	561	$5.00
10/25/2000	Review Subjects	547	$5.00
10/25/2000	Review Subjects	551	$5.00
10/25/2000	Review Subjects	550	$5.00
10/25/2000	Review Subjects	542	$5.00
10/25/2000	Review Subjects	554	$5.00
10/25/2000	Review Subjects	549	$5.00
10/25/2000	Review Subjects	541	$5.00
10/25/2000	Review Subjects	547	$5.00
10/25/2000	Review Subjects	547	$5.00
10/24/2000	Review Subjects	520	$5.00
10/24/2000	Review Subjects	509	$5.00
10/24/2000	Review Subjects	523	$5.00
10/24/2000	Review Subjects	524	$5.00
10/24/2000	Review Subjects	522	$5.00
10/24/2000	Review Subjects	533	$5.00
10/24/2000	Review Subjects	530	$5.00
10/24/2000	Review Subjects	530	$5.00

FIG. 81

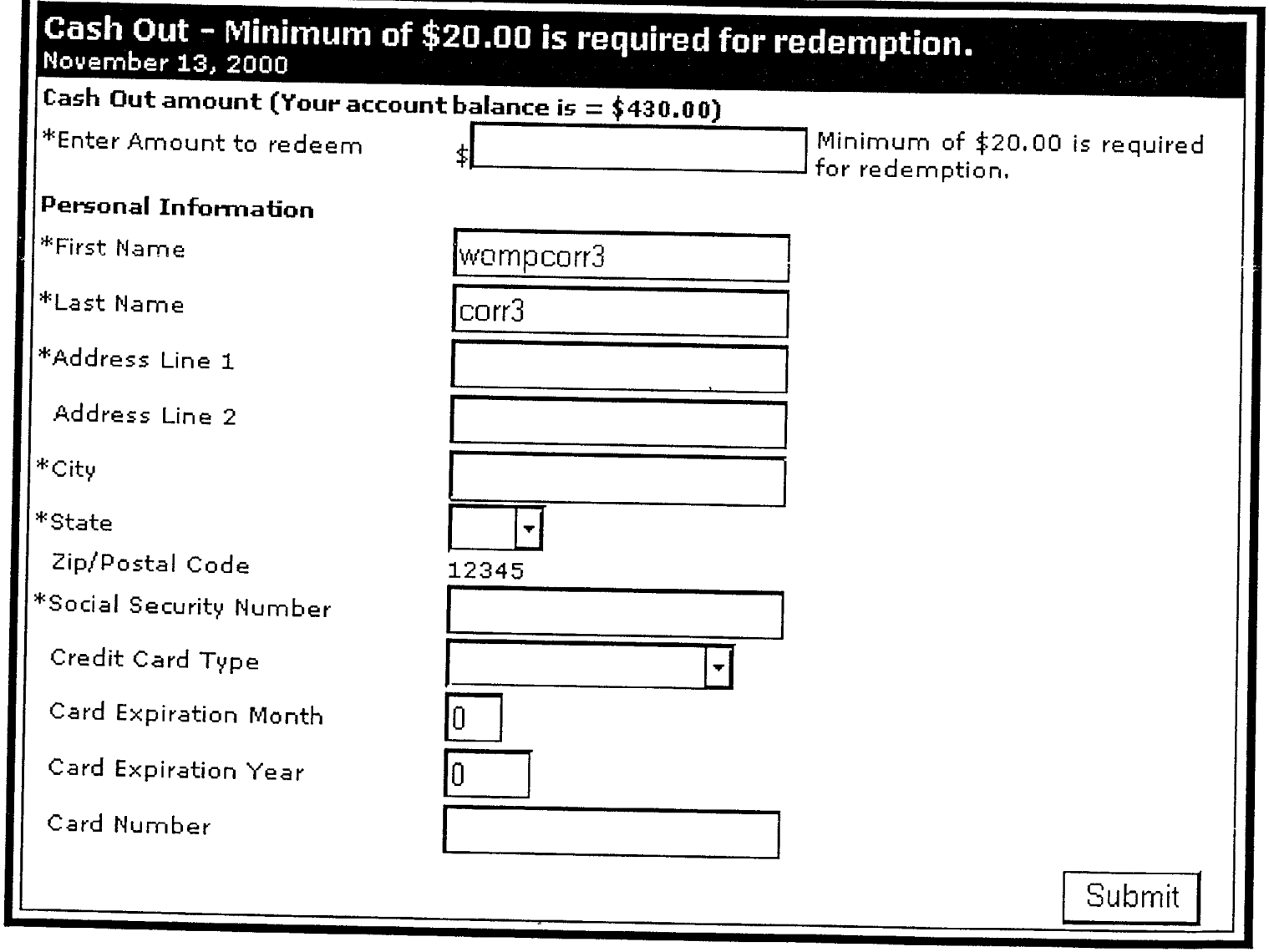

Cash Out - Minimum of $20.00 is required for redemption.
November 13, 2000
Cash Out amount (Your account balance is = $430.00)
*Enter Amount to redeem
$
Minimum of $20.00 is required for redemption.
Personal Information
*First Name
wompcorr3
*Last Name
corr3
*Address Line 1
Address Line 2
*City
*State
Zip/Postal Code
12345
*Social Security Number
Credit Card Type
Card Expiration Month
0
Card Expiration Year
0
Card Number
Submit

FIG. 82

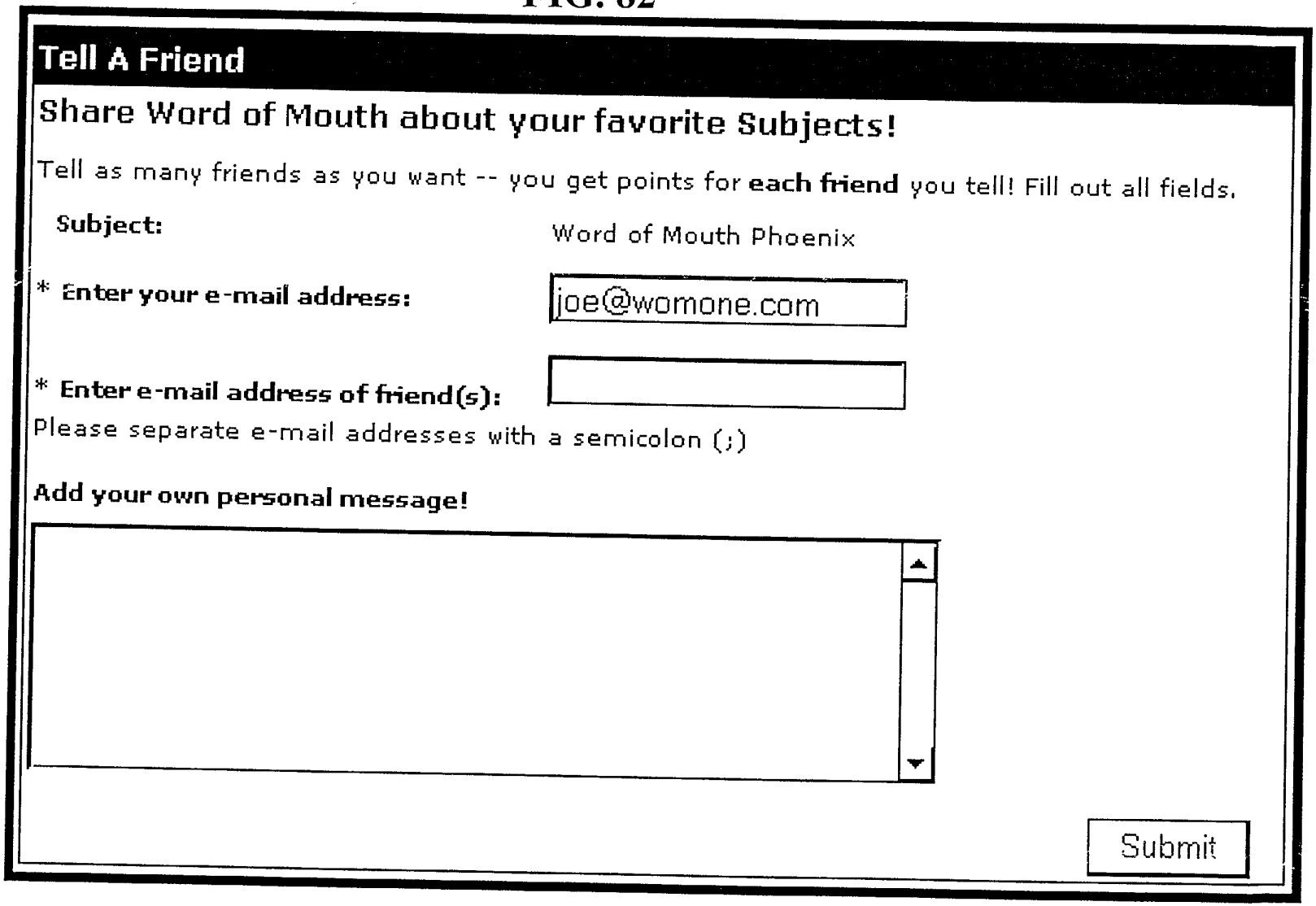

Tell A Friend
Share Word of Mouth about your favorite Subjects!
Tell as many friends as you want -- you get points for each friend you tell! Fill out all fields.
Subject:
Word of Mouth Phoenix
* Enter your e-mail address:
joe@womone.com
* Enter e-mail address of friend(s):
Please separate e-mail addresses with a semicolon (;)
Add your own personal message!
Submit

FIG. 83

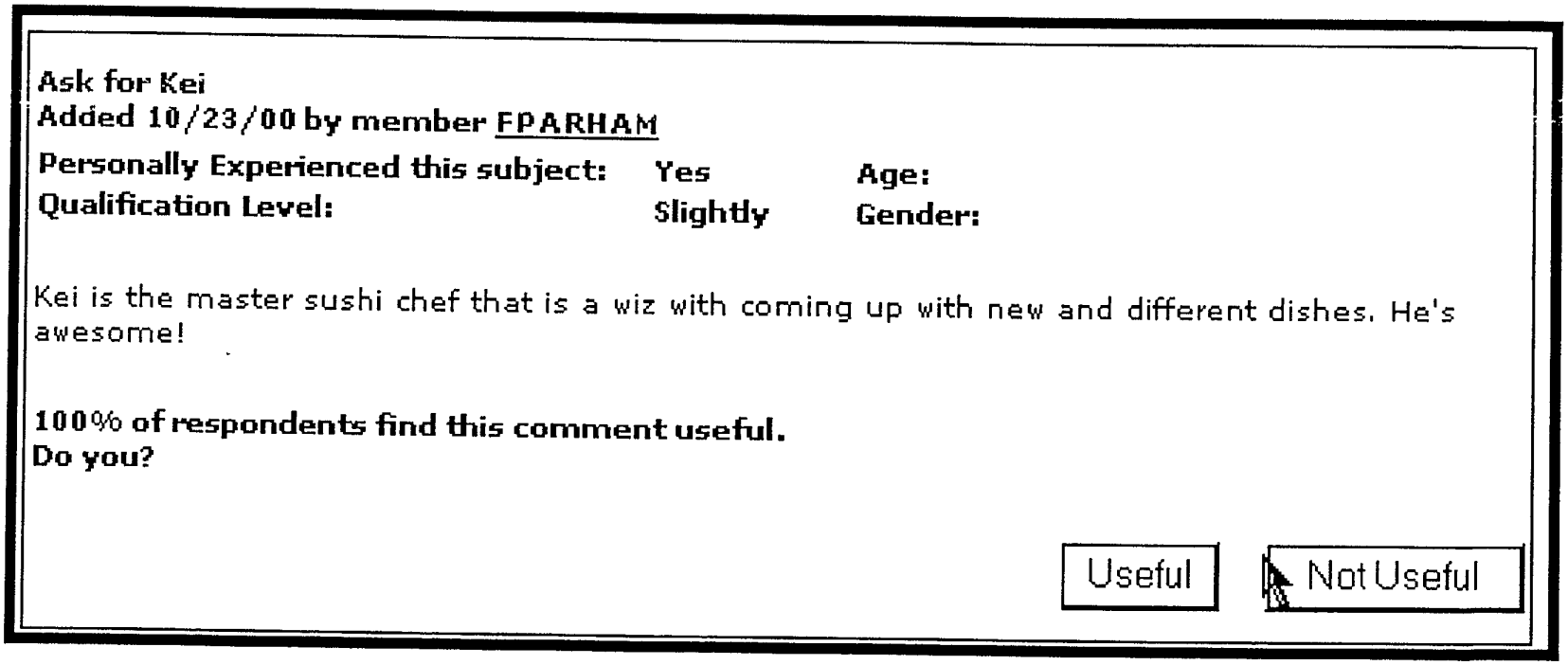
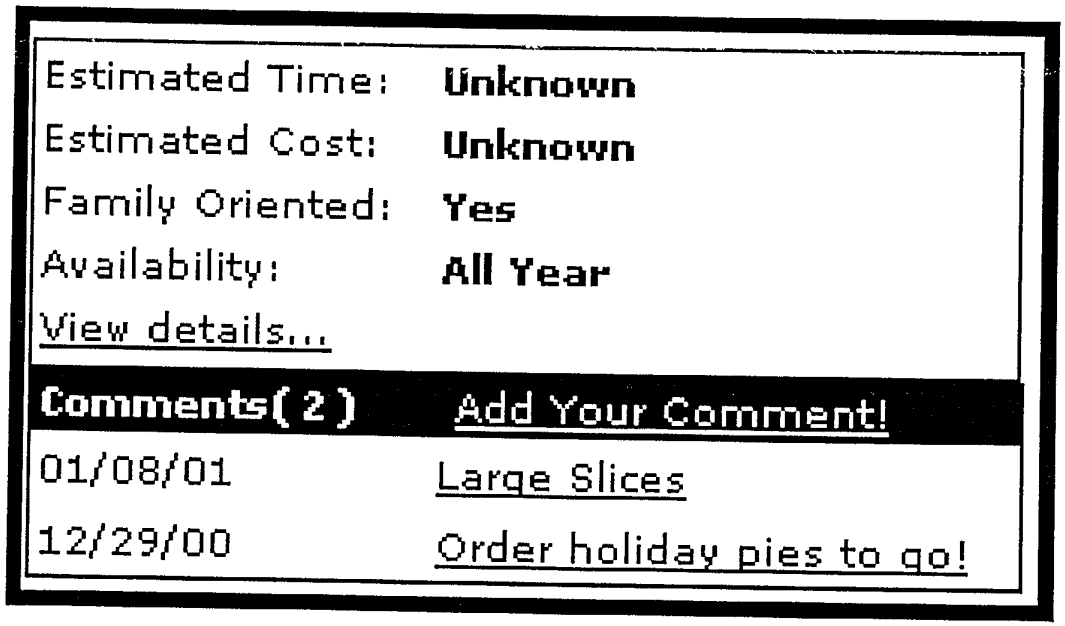

Ask for Kei
Added 10/23/00 by member FPARHAM
Personally Experienced this subject: Yes Age:
Qualification Level: Slightly Gender:
Kei is the master sushi chef that is a wiz with coming up with new and different dishes. He's awesome!
100% of respondents find this comment useful.
Do you?
Useful
Not Useful

FIG. 84


Estimated Time: Unknown
Estimated Cost: Unknown
Family Oriented: Yes
Availability: All Year
View details...
Comments(2)
Add Your Comment!
01/08/01
Large Slices
12/29/00
Order holiday pies to go!

T0070201282860

FIG. 85

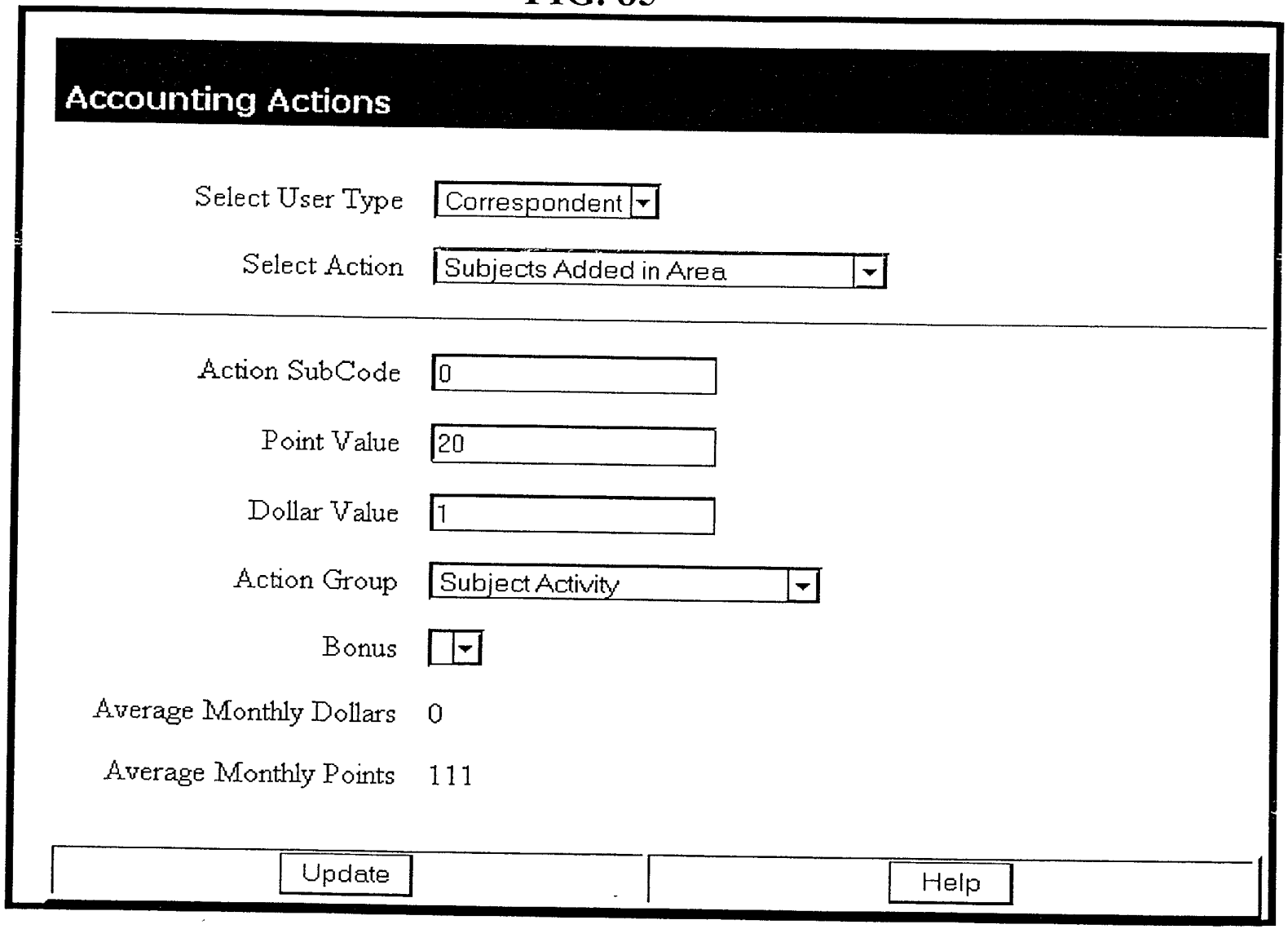


FIG. 86

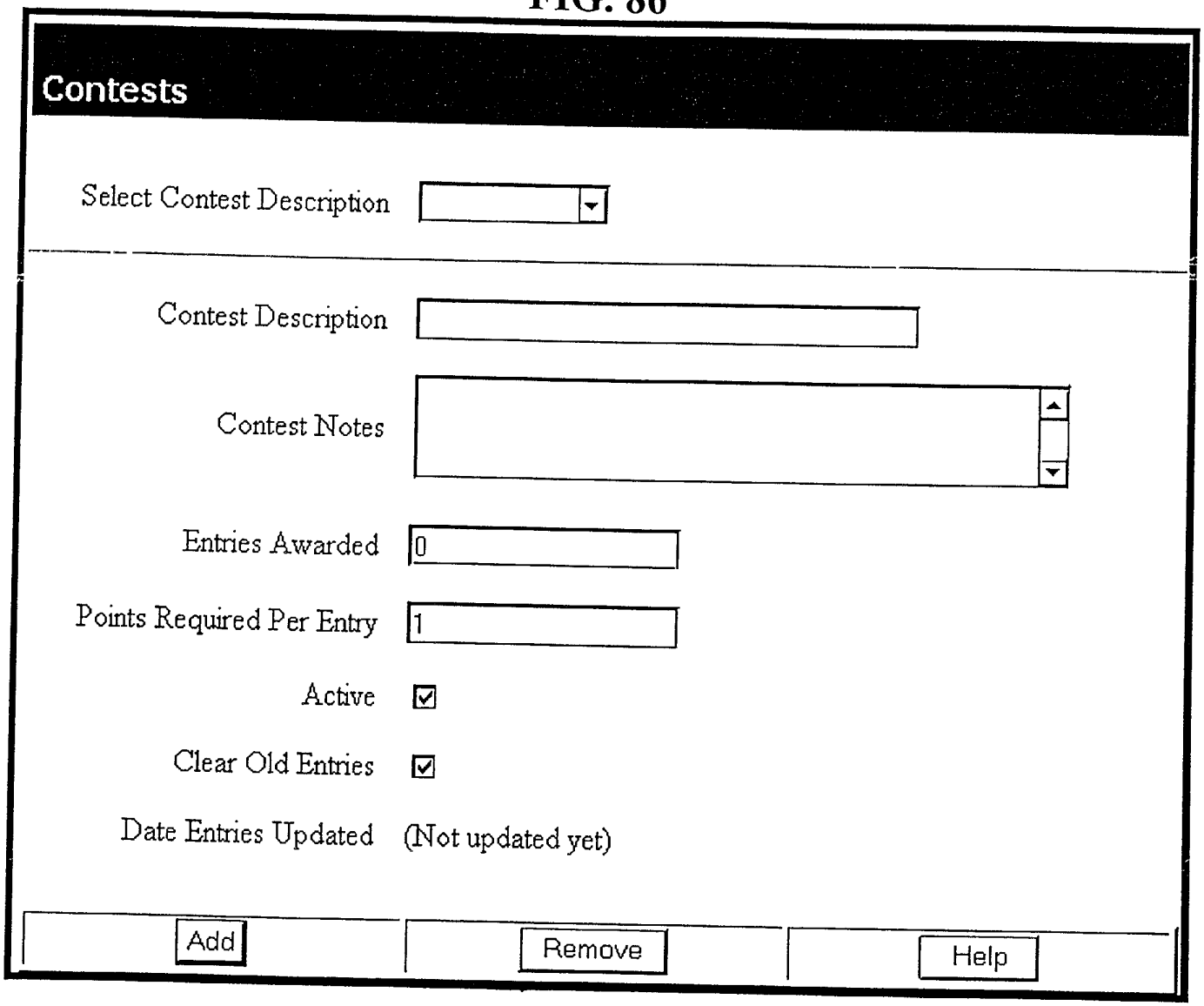

Contests
Select Contest Description
Contest Description
Contest Notes
Entries Awarded
0
Points Required Per Entry
1
Active
Clear Old Entries
Date Entries Updated
(Not updated yet)
Add
Remove
Help

FIG. 87

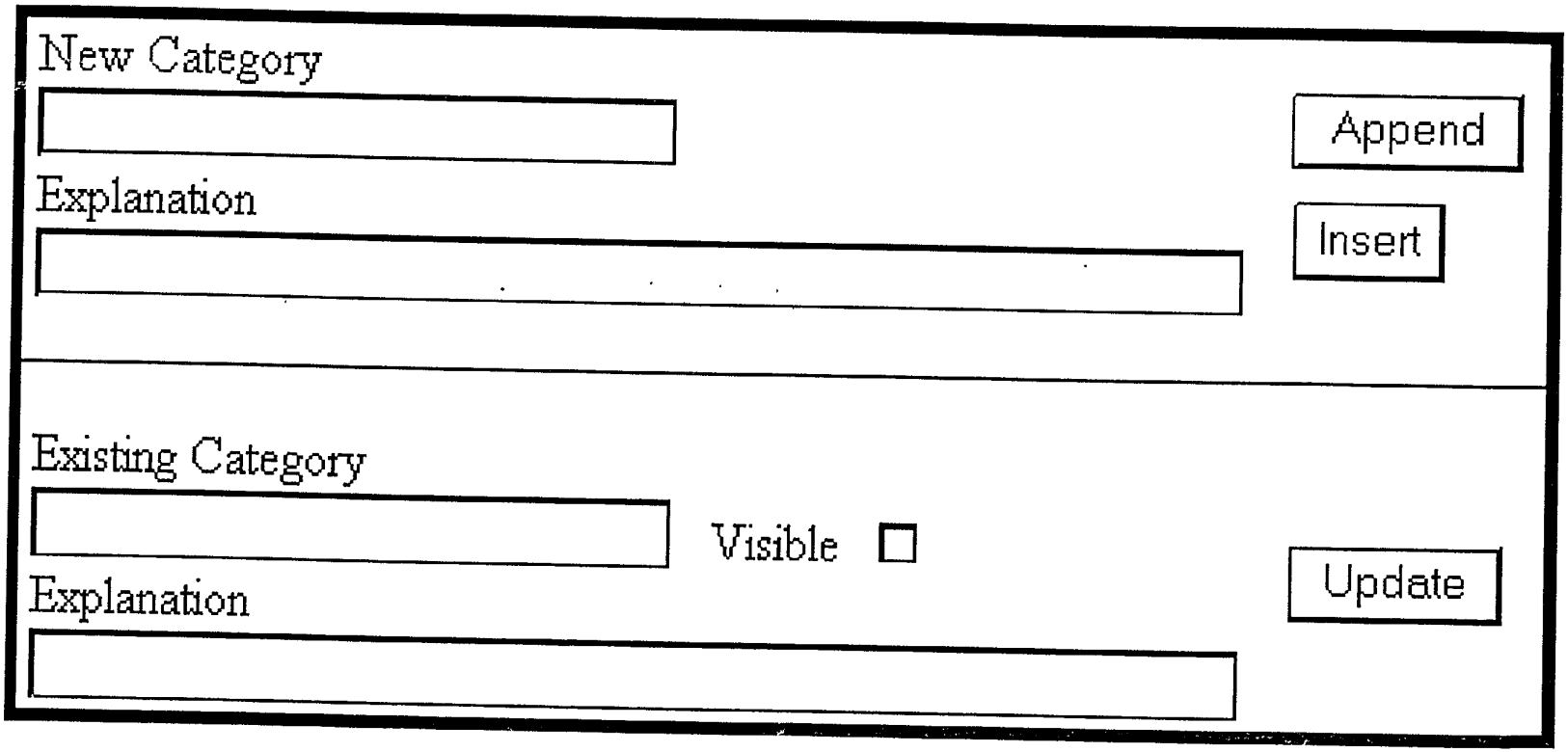

New Category
Append
Explanation
Insert
Existing Category
Visible
Update
Explanation

FIG. 88

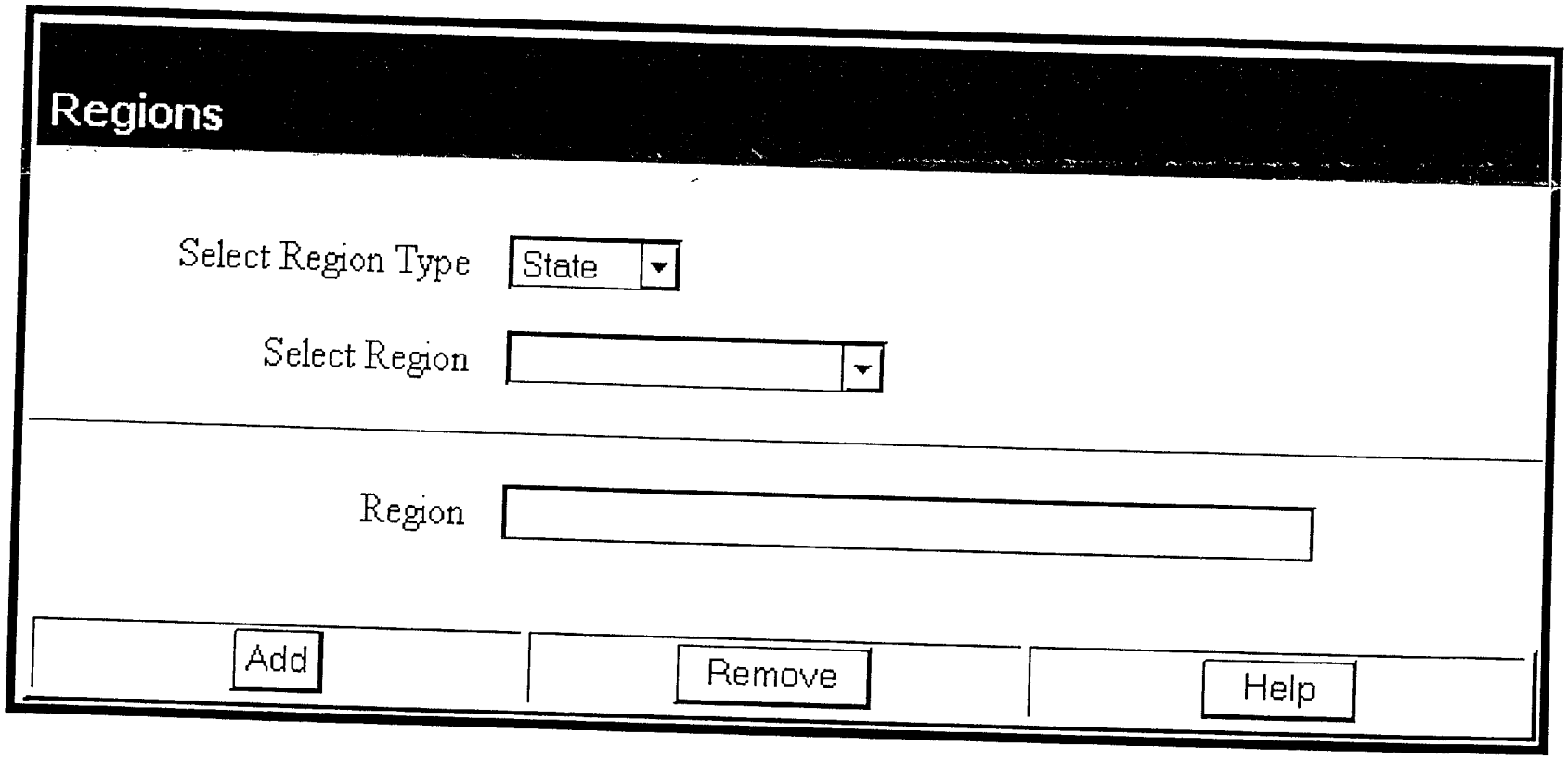

Regions
Select Region Type
State
Select Region
Region
Add
Remove
Help

FIG. 89

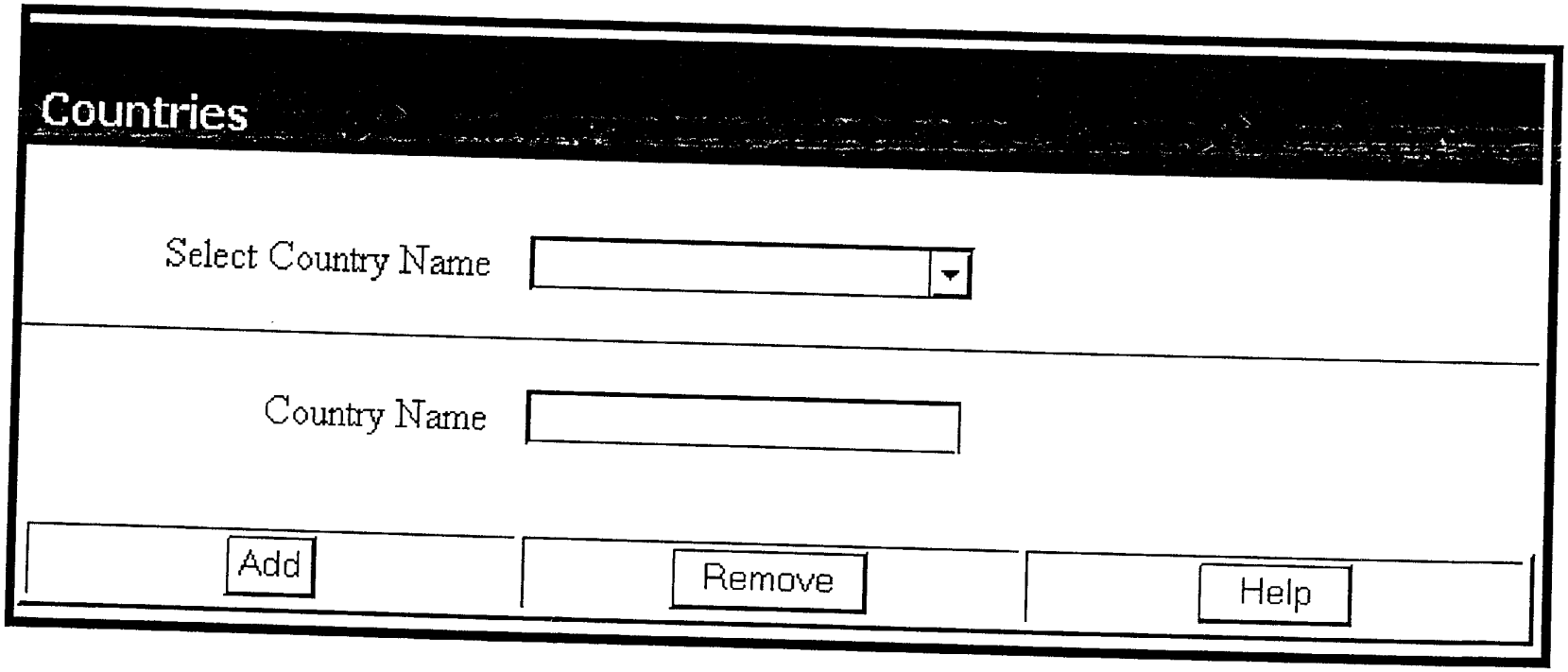

Countries
Select Country Name
Country Name
Add
Remove
Help

FIG. 90

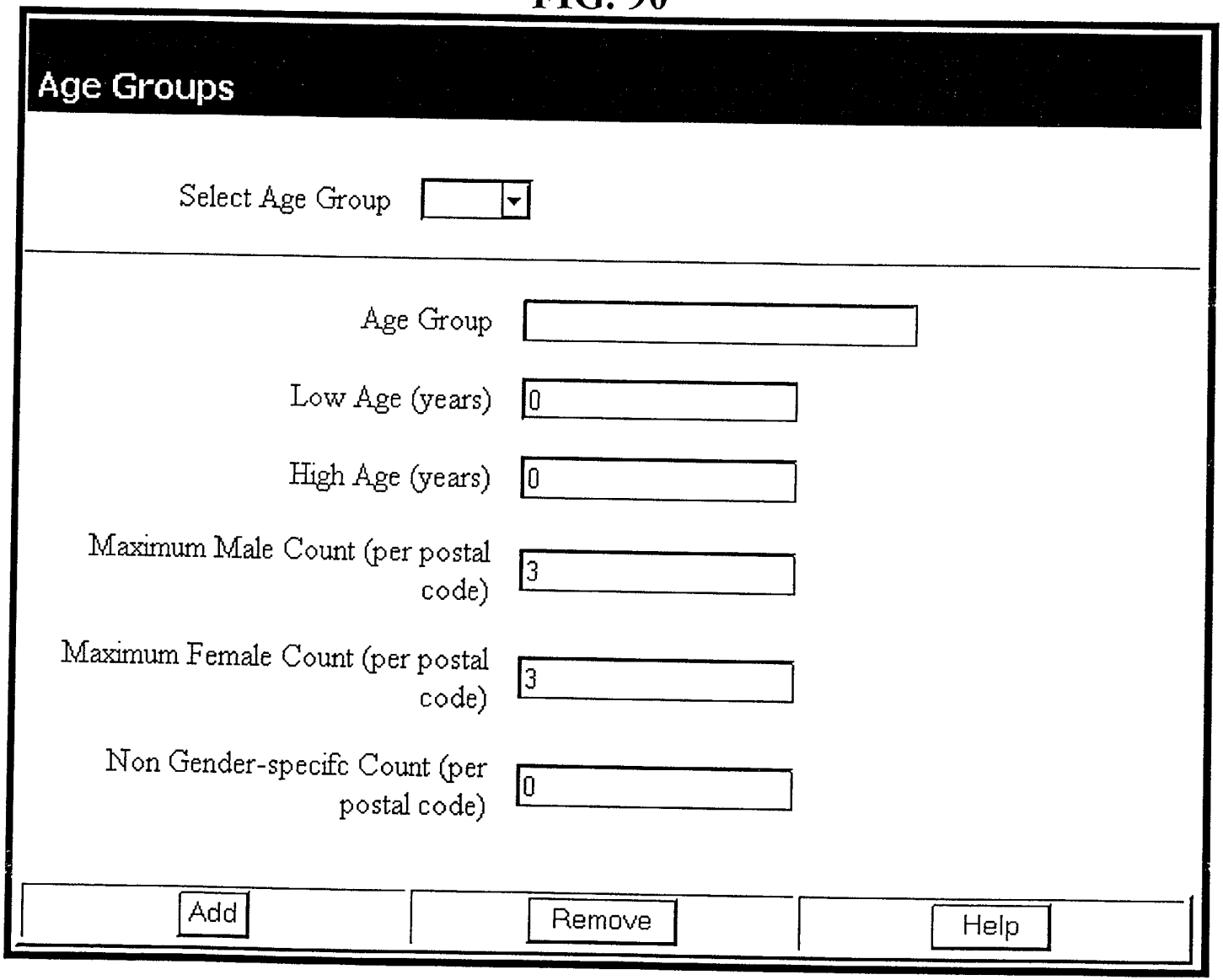

Age Groups
Select Age Group
Age Group
Low Age (years)
0
High Age (years)
0
Maximum Male Count (per postal code)
3
Maximum Female Count (per postal code)
3
Non Gender-specifc Count (per postal code)
0
Add
Remove
Help

FIG. 91

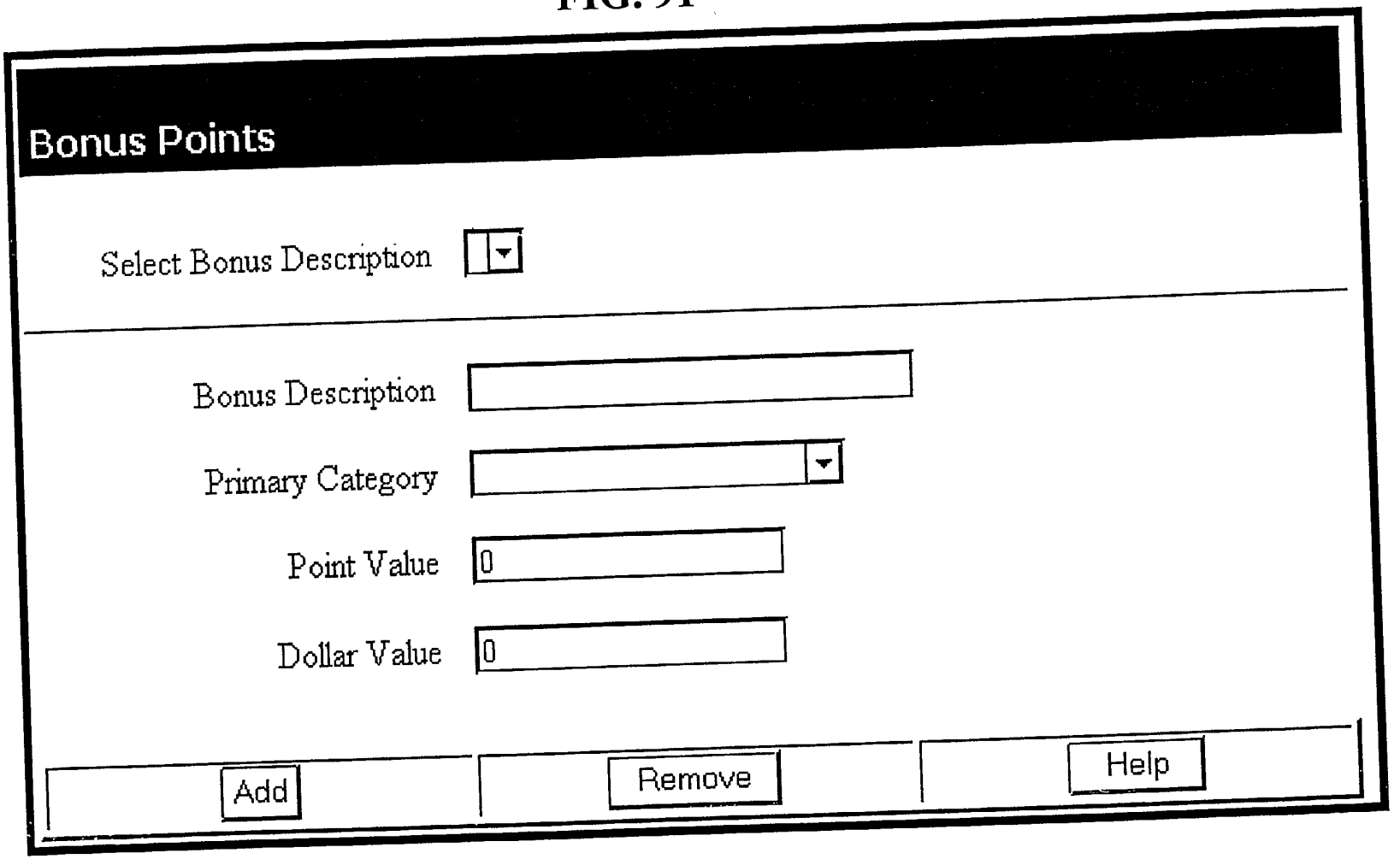

Bonus Points
Select Bonus Description
Bonus Description
Primary Category
Point Value
0
Dollar Value
0
Add
Remove
Help

FIG. 92

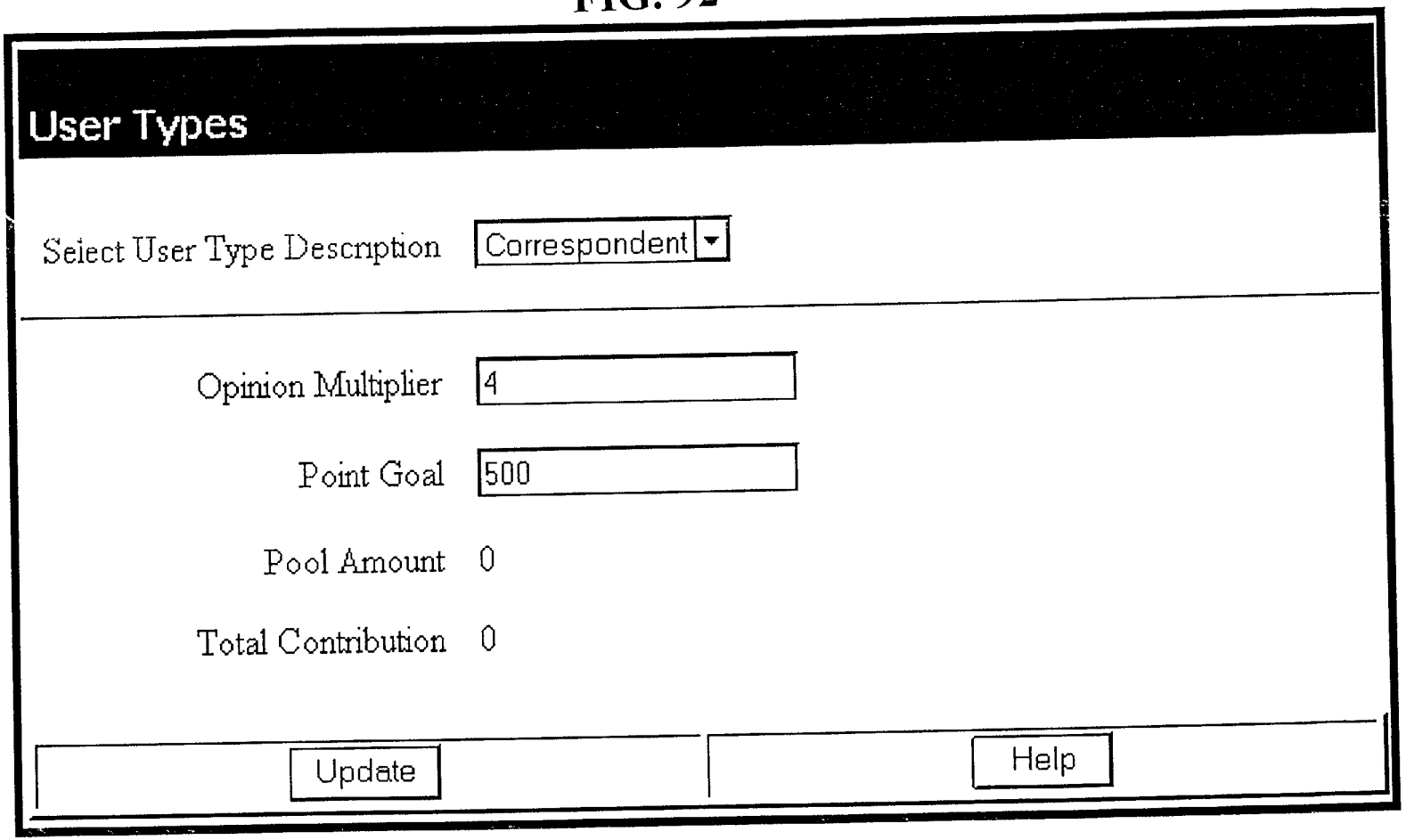

User Types
Select User Type Description
Correspondent
Opinion Multiplier
4
Point Goal
500
Pool Amount
0
Total Contribution
0
Update
Help

FIG. 93

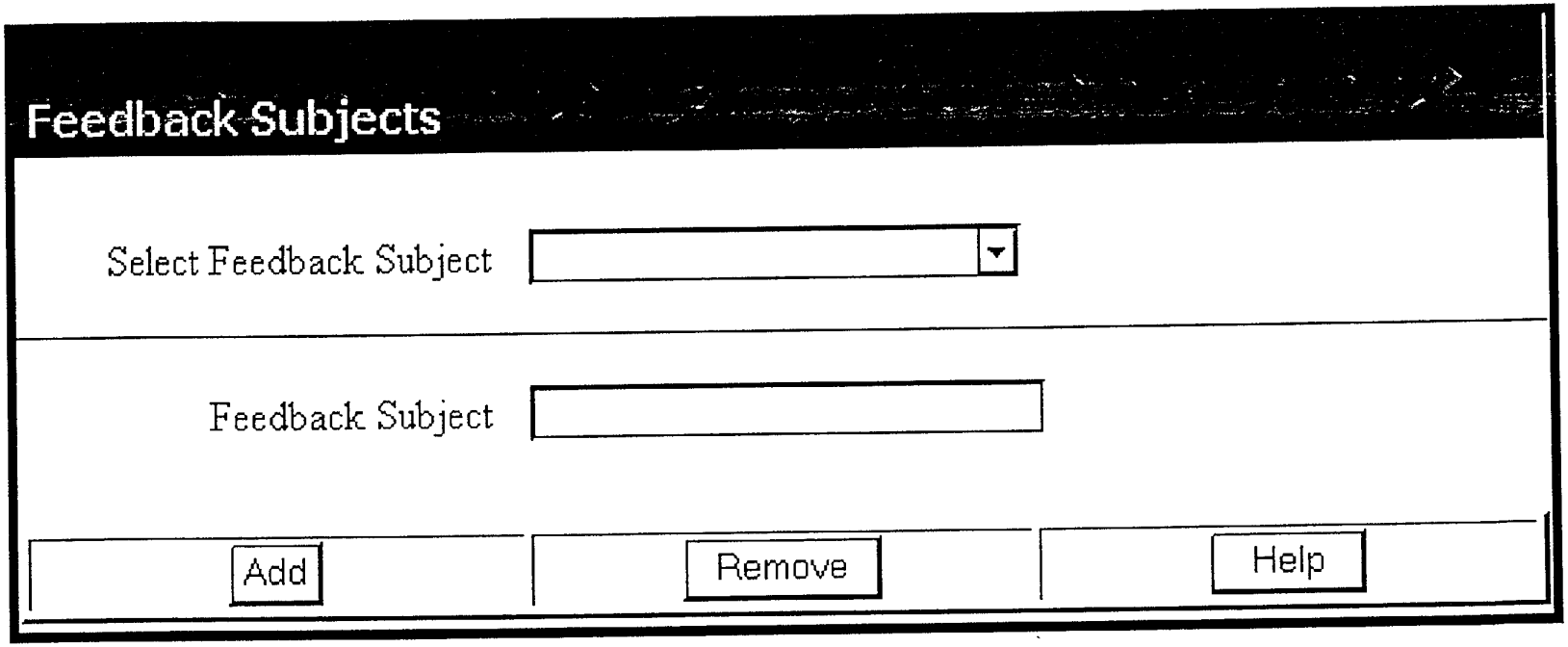

Feedback Subjects
Select Feedback Subject
Feedback Subject
Add
Remove
Help

FIG. 94

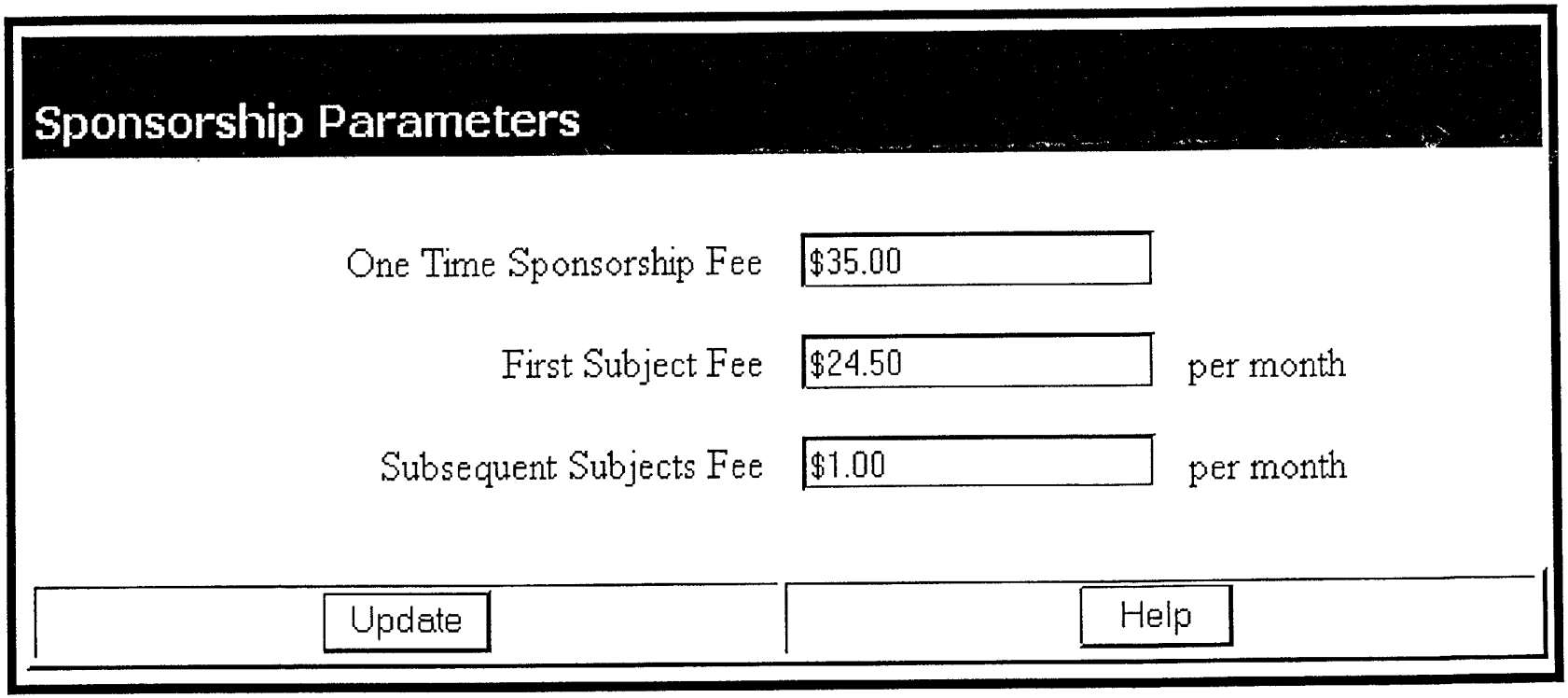
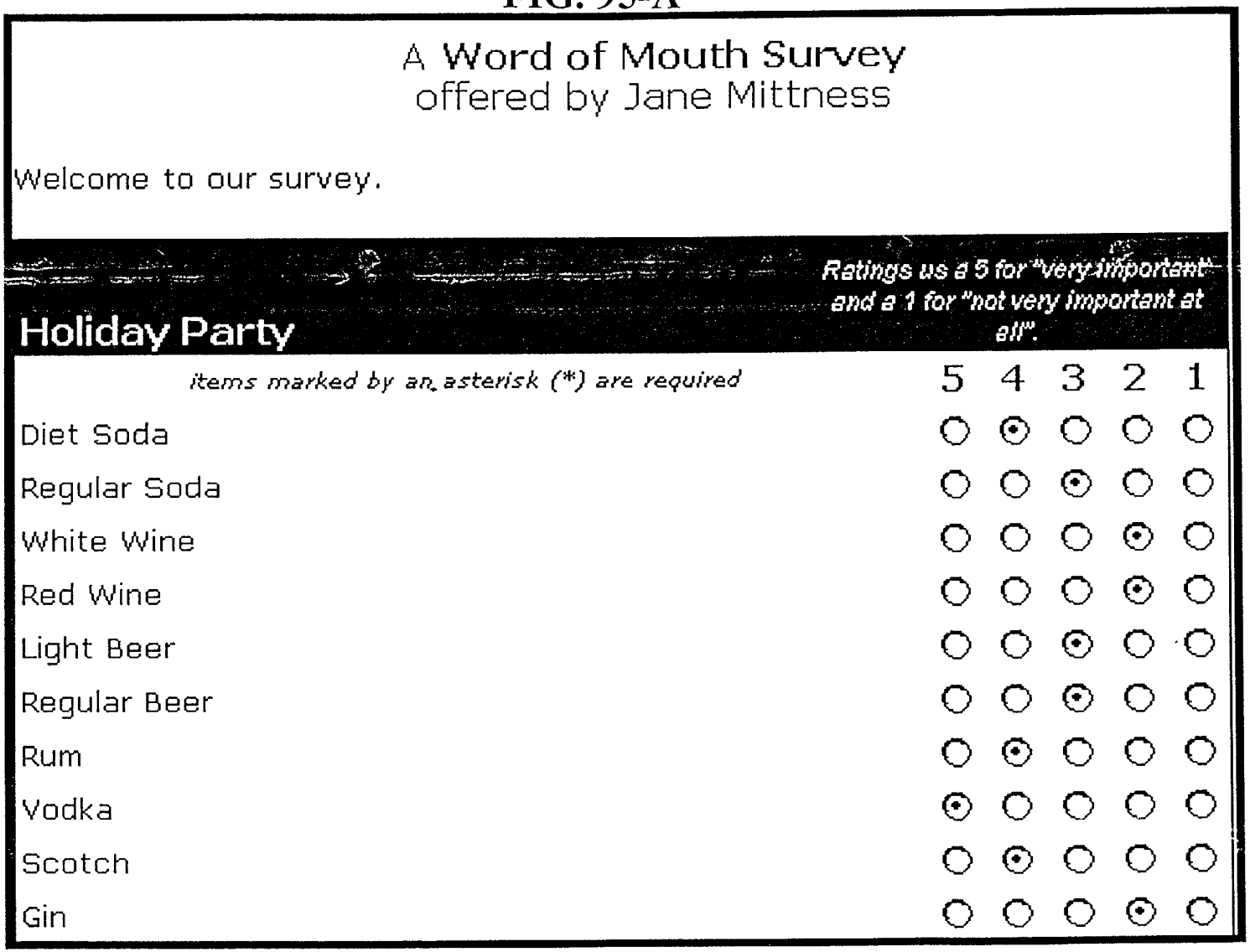

Sponsorship Parameters
One Time Sponsorship Fee
$35.00
First Subject Fee
$24.50
per month
Subsequent Subjects Fee
$1.00
per month
Update
Help

FIG. 95-A



A Word of Mouth Survey
offered by Jane Mittness

Welcome to our survey.

Holiday Party

Ratings us a 5 for "very important" and a 1 for "not very important at all".

items marked by an asterisk (*) are required

	5	4	3	2	1
Diet Soda	○	◉	○	○	○
Regular Soda	○	○	◉	○	○
White Wine	○	○	○	◉	○
Red Wine	○	○	○	◉	○
Light Beer	○	○	◉	○	○
Regular Beer	○	○	◉	○	○
Rum	○	◉	○	○	○
Vodka	◉	○	○	○	○
Scotch	○	◉	○	○	○
Gin	○	○	○	◉	○

FIG. 95-B

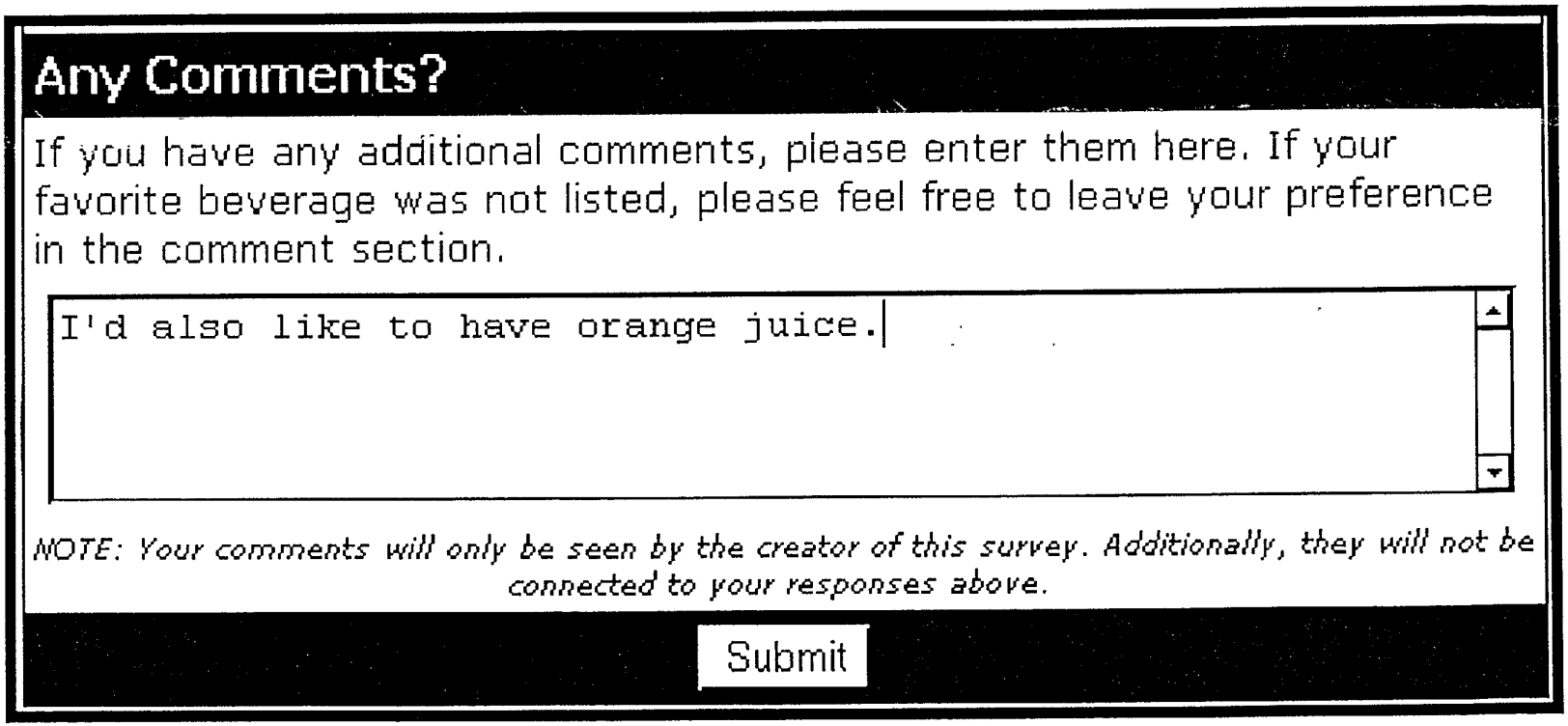

Any Comments?
If you have any additional comments, please enter them here. If your favorite beverage was not listed, please feel free to leave your preference in the comment section.
I'd also like to have orange juice.
NOTE: Your comments will only be seen by the creator of this survey. Additionally, they will not be connected to your responses above.
Submit

FIG. 96-A

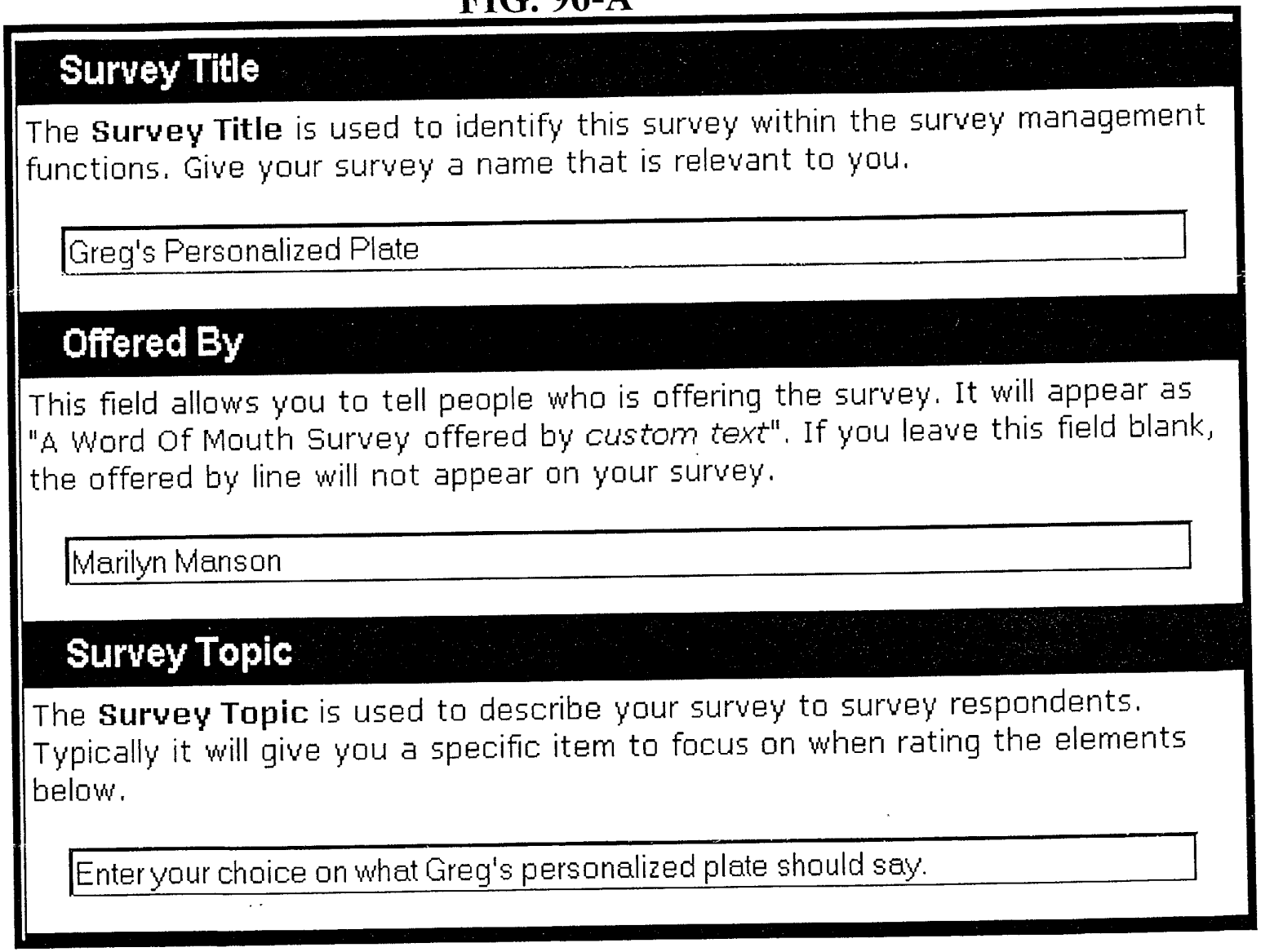

Survey Title
The Survey Title is used to identify this survey within the survey management functions. Give your survey a name that is relevant to you.
Greg's Personalized Plate
Offered By
This field allows you to tell people who is offering the survey. It will appear as "A Word Of Mouth Survey offered by custom text". If you leave this field blank, the offered by line will not appear on your survey.
Marilyn Manson
Survey Topic
The Survey Topic is used to describe your survey to survey respondents. Typically it will give you a specific item to focus on when rating the elements below.
Enter your choice on what Greg's personalized plate should say.

FIG. 96-B

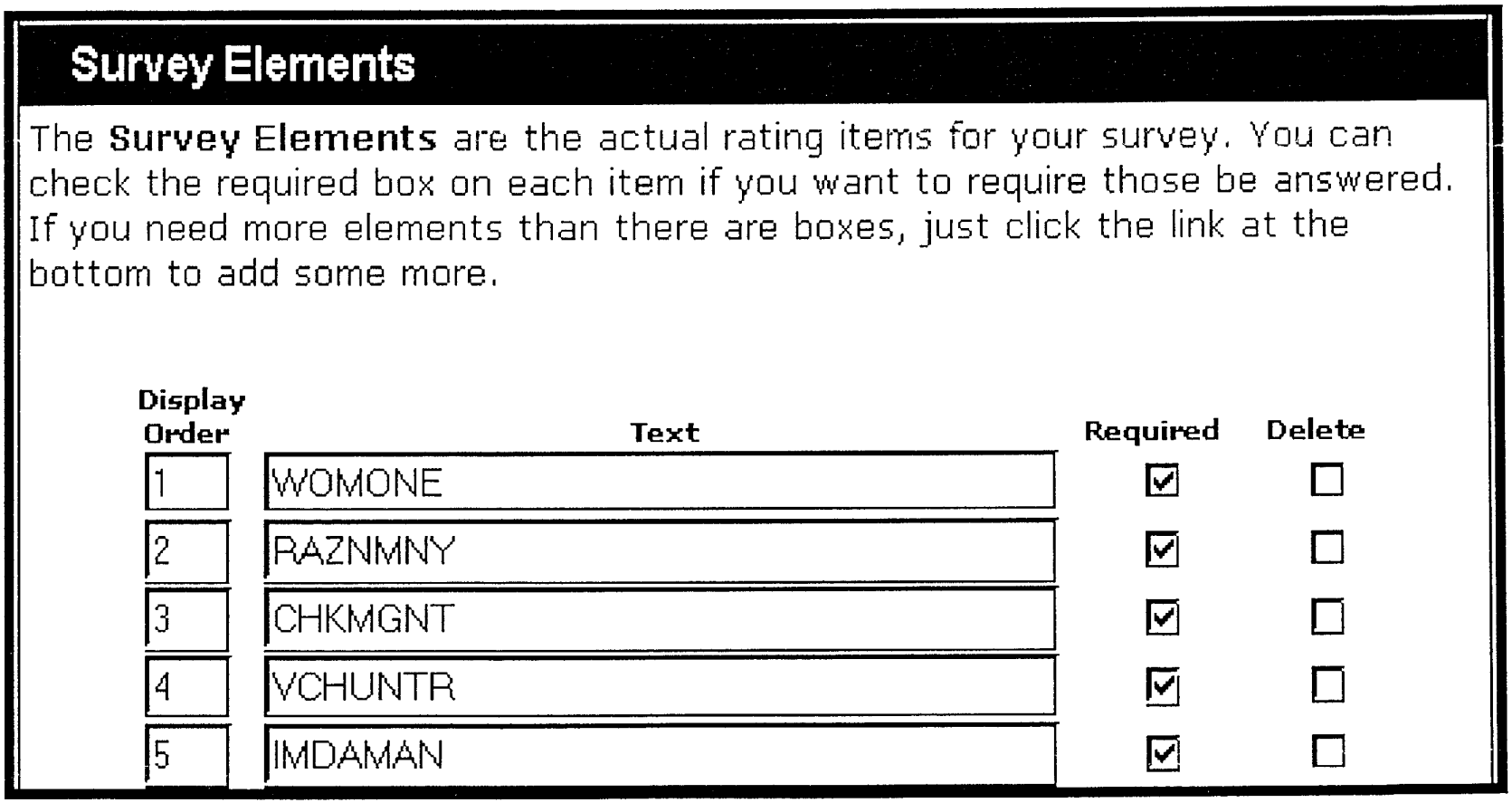

Survey Elements
The Survey Elements are the actual rating items for your survey. You can check the required box on each item if you want to require those be answered. If you need more elements than there are boxes, just click the link at the bottom to add some more.
Display Order
Text
Required
Delete
1
WOMONE
2
RAZNMNY
3
CHKMGNT
4
VCHUNTR
5
IMDAMAN

FIG. 97

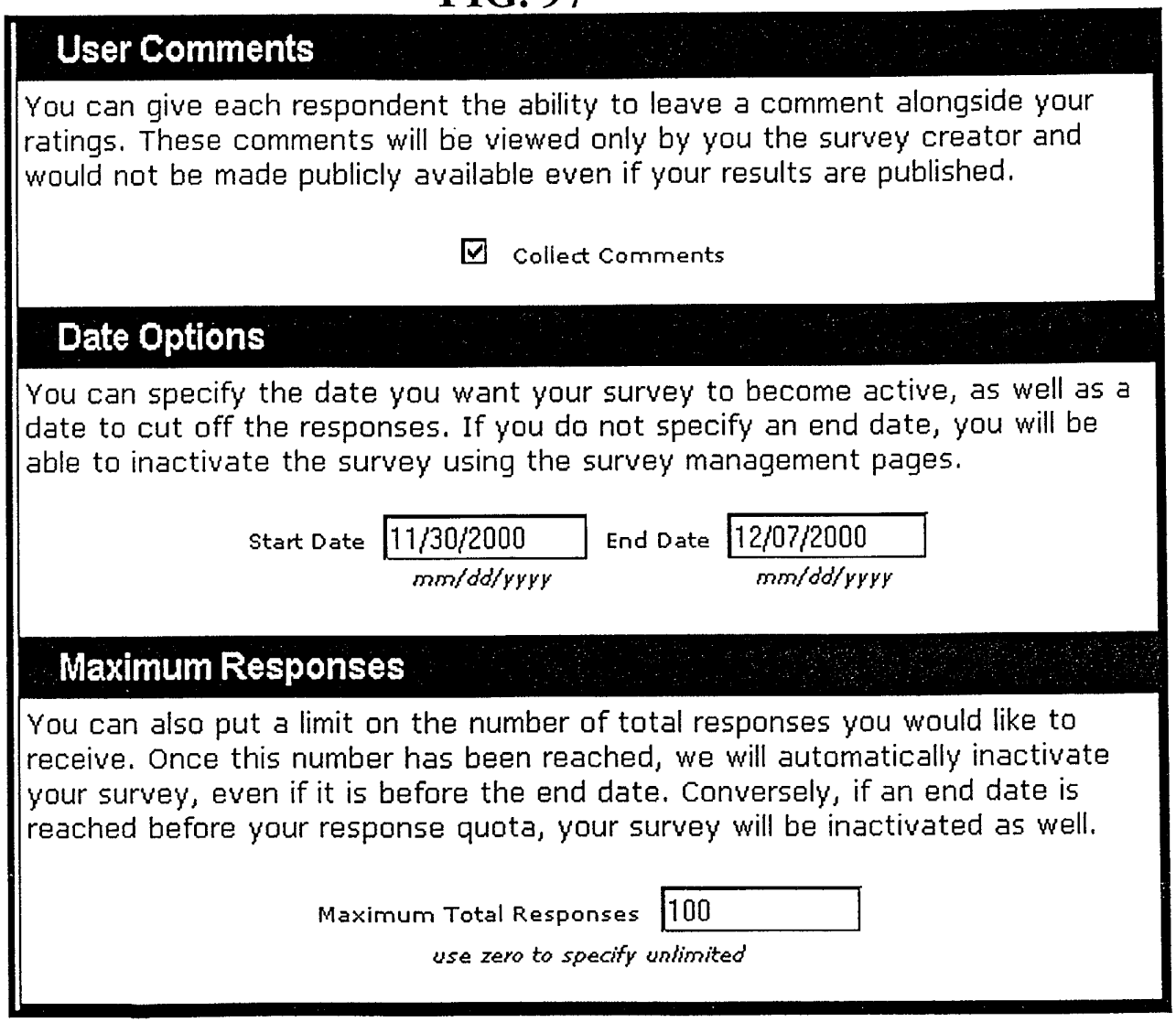

User Comments
You can give each respondent the ability to leave a comment alongside your ratings. These comments will be viewed only by you the survey creator and would not be made publicly available even if your results are published.
Collect Comments
Date Options
You can specify the date you want your survey to become active, as well as a date to cut off the responses. If you do not specify an end date, you will be able to inactivate the survey using the survey management pages.
Start Date
11/30/2000
mm/dd/yyyy
End Date
12/07/2000
mm/dd/yyyy
Maximum Responses
You can also put a limit on the number of total responses you would like to receive. Once this number has been reached, we will automatically inactivate your survey, even if it is before the end date. Conversely, if an end date is reached before your response quota, your survey will be inactivated as well.
Maximum Total Responses
100
use zero to specify unlimited

FIG. 98-A

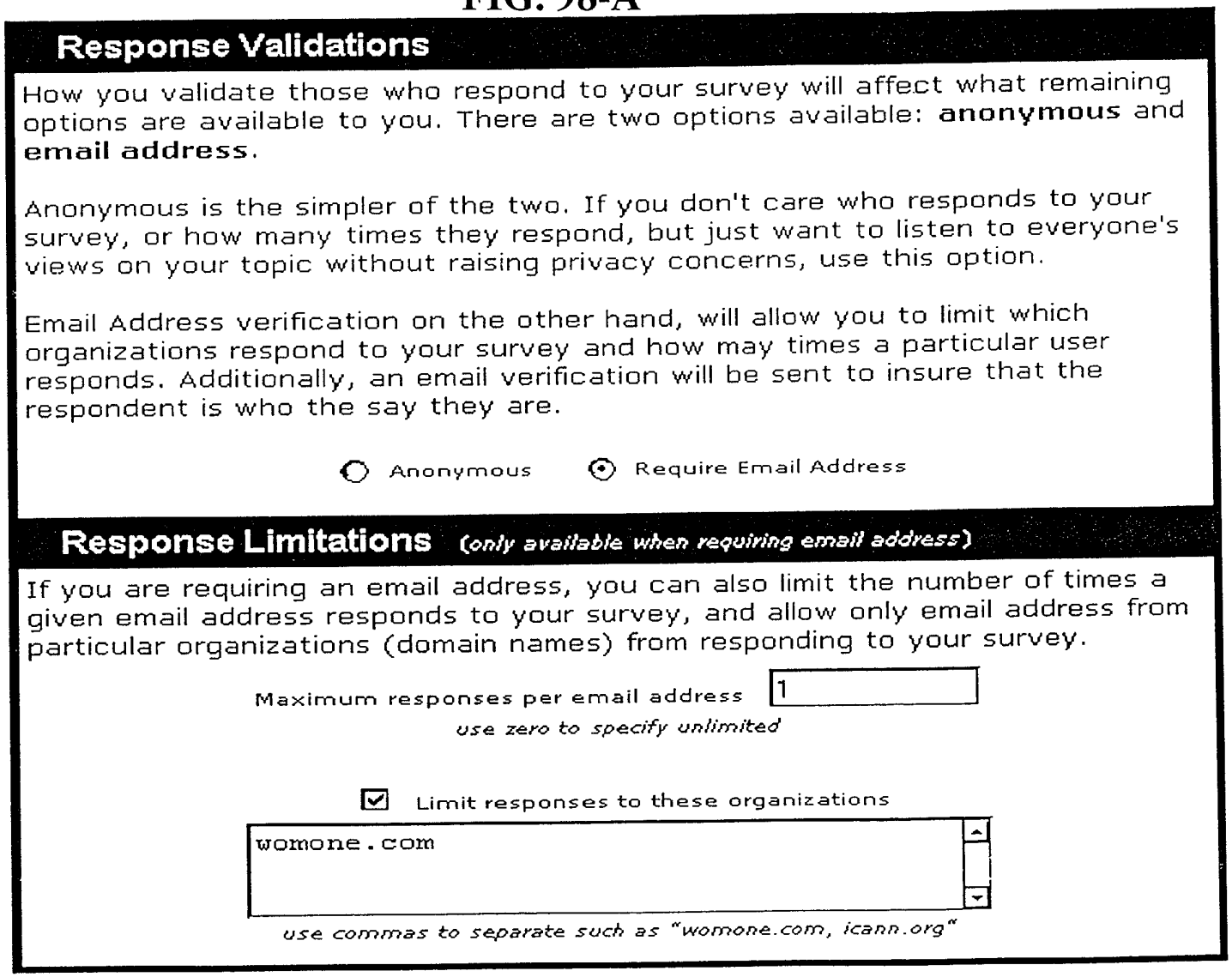

Response Validations
How you validate those who respond to your survey will affect what remaining options are available to you. There are two options available: anonymous and email address.
Anonymous is the simpler of the two. If you don't care who responds to your survey, or how many times they respond, but just want to listen to everyone's views on your topic without raising privacy concerns, use this option.
Email Address verification on the other hand, will allow you to limit which organizations respond to your survey and how may times a particular user responds. Additionally, an email verification will be sent to insure that the respondent is who the say they are.
Anonymous
Require Email Address
Response Limitations (only available when requiring email address)
If you are requiring an email address, you can also limit the number of times a given email address responds to your survey, and allow only email address from particular organizations (domain names) from responding to your survey.
Maximum responses per email address
1
use zero to specify unlimited
Limit responses to these organizations
womone.com
use commas to separate such as "womone.com, icann.org"

FIG. 98-B

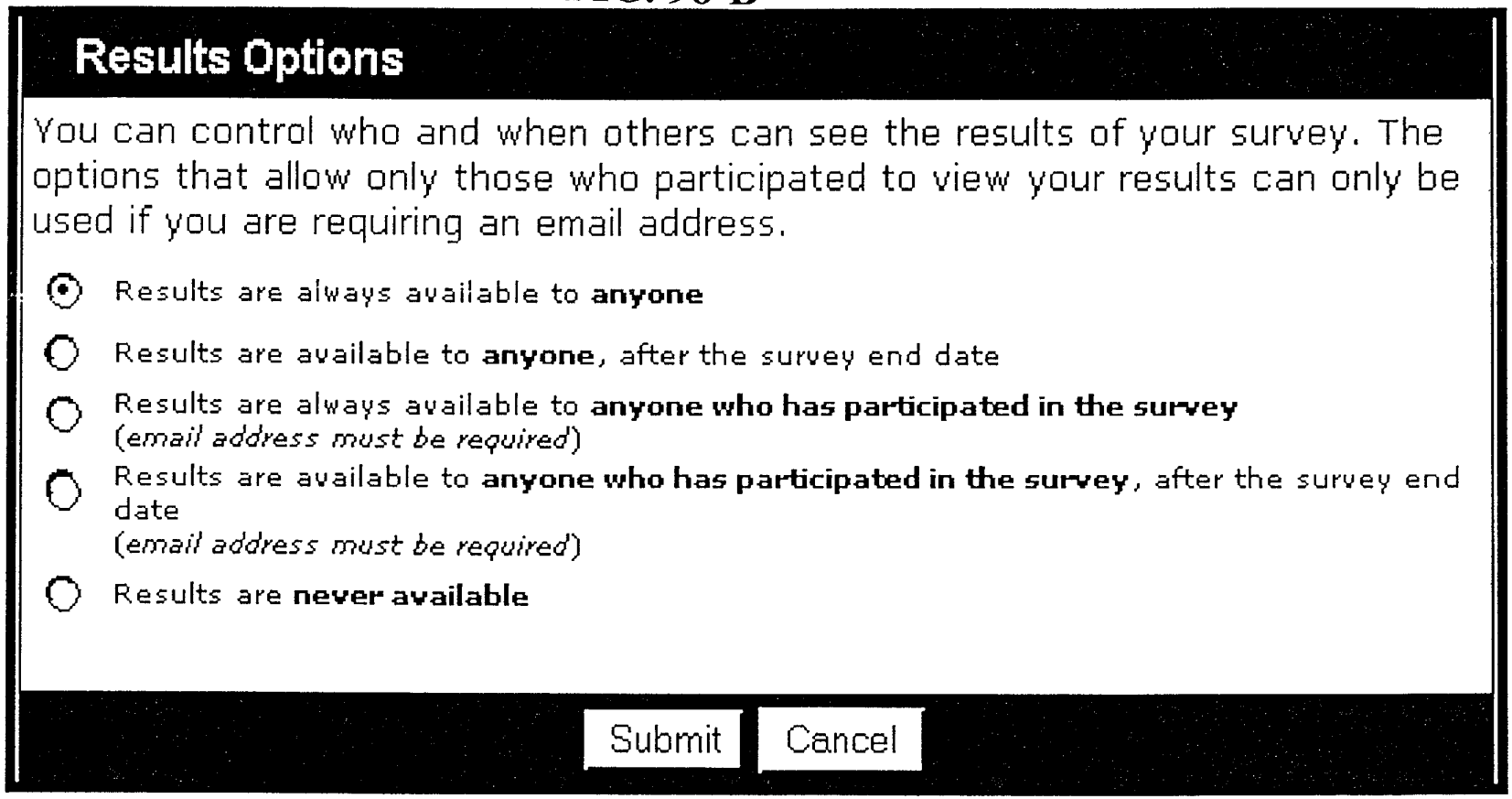

Results Options
You can control who and when others can see the results of your survey. The options that allow only those who participated to view your results can only be used if you are requiring an email address.
Results are always available to anyone
Results are available to anyone, after the survey end date
Results are always available to anyone who has participated in the survey (email address must be required)
Results are available to anyone who has participated in the survey, after the survey end date (email address must be required)
Results are never available
Submit
Cancel

FIG. 99-A

There are several areas with text that you are allowed to customize. This allows you to personalize your survey to your audience. We have listed here the fields that will be used based upon the options you selected.

Survey Introduction - This appears at the top of the screen when someone is responding to your survey. Use it to welcome your participants to the survey and perhaps to explain the goal of the survey.

Welcome to the survey! Let the president know where you'd like to have the Christmas party.

Collect Email Address - This appears when we collect the email address for a person wishing to participate in the survey.

Please enter your email address.

Final Results - This text would appear as an introduction to your results. This text is only shown once the survey has been inactivated. If you allow results viewing while the survey is active, a separate field is used.

Thanks to everyone for participating, the final results are as follows:

FIG. 99-B

Current Results - This text would appear as an introduction to your results. This text is only shown before the survey has been inactivated. Final results screens use the above text field.

Thanks for participating! Here's how the vote is going so far:

Rating Scale - This text appears above the rating legend. It is used to describe to the the respondent how to use the ratings.

Ratings use a 5 for "very important" and 1 for "not important at all".

Submit Cancel

FIG. 100

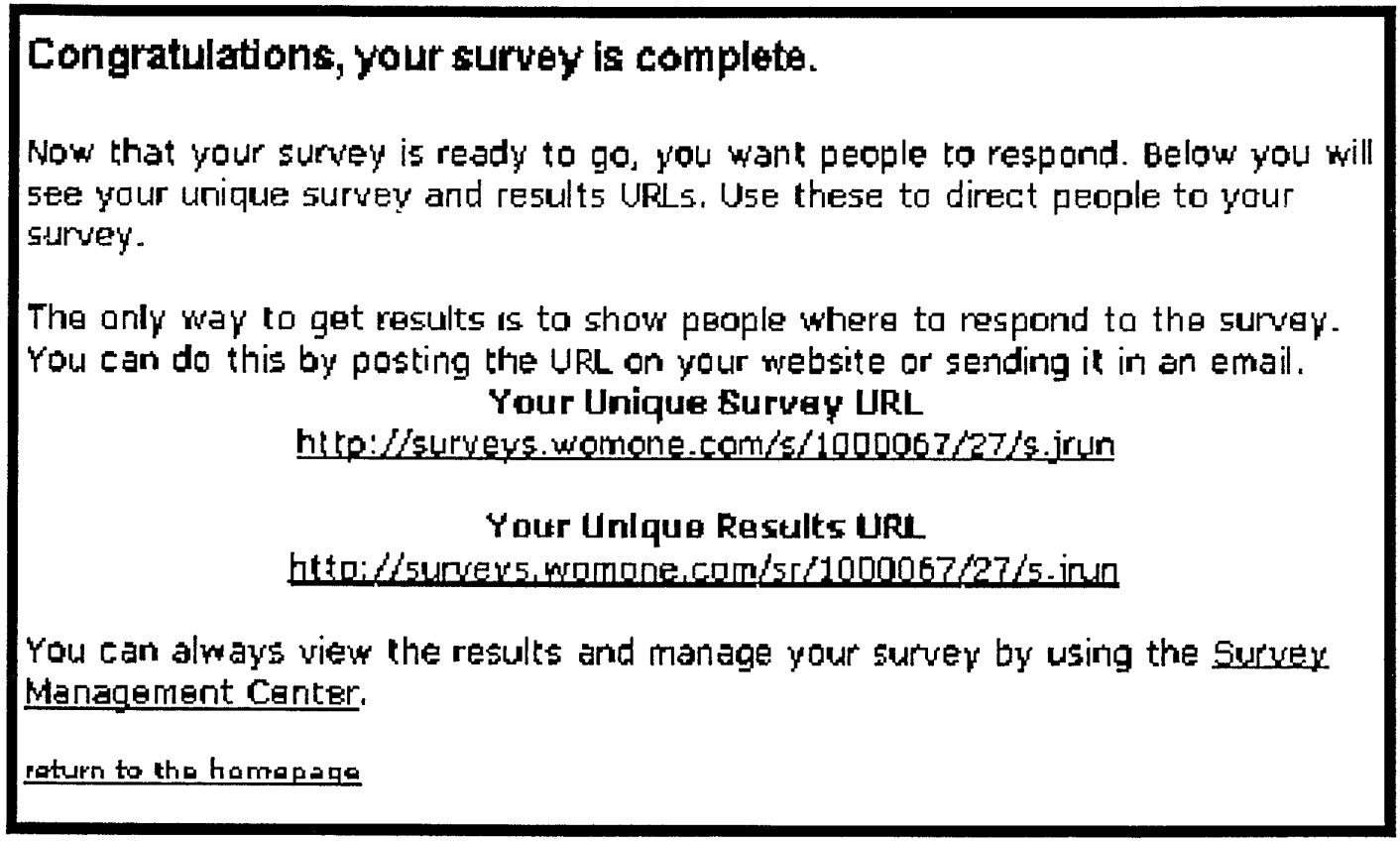
Completion Thank-You - This text would appear as a thank-you for participating. This thank-you page is only shown after a person participates, but you do not allow view of results while the survey is active.

Thank you for your participation in our survey.

Results Not Available - This text can appear in several instances. It is used primarily when someone attempts to view the results of the survey directly (not after responding), but they are not available to that person. The unavailability could be due to the survey still being active, but you do not allow viewing while active. Or it could be someone who did not participate in the survey, and you only allow viewing to participants.

We thank you for your interest in the results of our survey. Unfortunately, these results are currently unavailable.

FIG. 101



Congratulations, your survey is complete.

Now that your survey is ready to go, you want people to respond. Below you will see your unique survey and results URLs. Use these to direct people to your survey.

The only way to get results is to show people where to respond to the survey. You can do this by posting the URL on your website or sending it in an email.

Your Unique Survey URL

http://surveys.womone.com/s/1000067/27/s.jrun

Your Unique Results URL

http://surveys.womone.com/sr/1000067/27/s.jrun

You can always view the results and manage your survey by using the Survey Management Center.

return to the homepage

FIG. 102

Account History

Date: 12/01/2000 09:23 AM **Charge Id:** 000000031

Survey	Description	Amount
Grad's Personalized Plate	Survey Setup Charge (1@$0.00)	$0.00
	TOTAL	**$0.00**

CARD #: ********** *** **EXP:** 00/0000

REF: *** NO CHARGE *** **AUTH:** *** NO CHARGE ***

Date: 11/30/2000 01:54 PM **Charge Id:** 000000029

Survey	Description	Amount
Where should we have the Christmas party?	Survey Setup Charge (1@$0.00)	$0.00
	TOTAL	**$0.00**

CARD #: ********** *** **EXP:** 00/0000

REF: *** NO CHARGE *** **AUTH:** *** NO CHARGE ***

Date: 11/30/2000 01:35 PM **Charge Id:** 000000028

Survey	Description	Amount
Where should we have the Christmas party?	Survey Setup Charge (1@$0.00)	$0.00
	TOTAL	**$0.00**

CARD #: ********** *** **EXP:** 00/0000

REF: *** NO CHARGE *** **AUTH:** *** NO CHARGE ***